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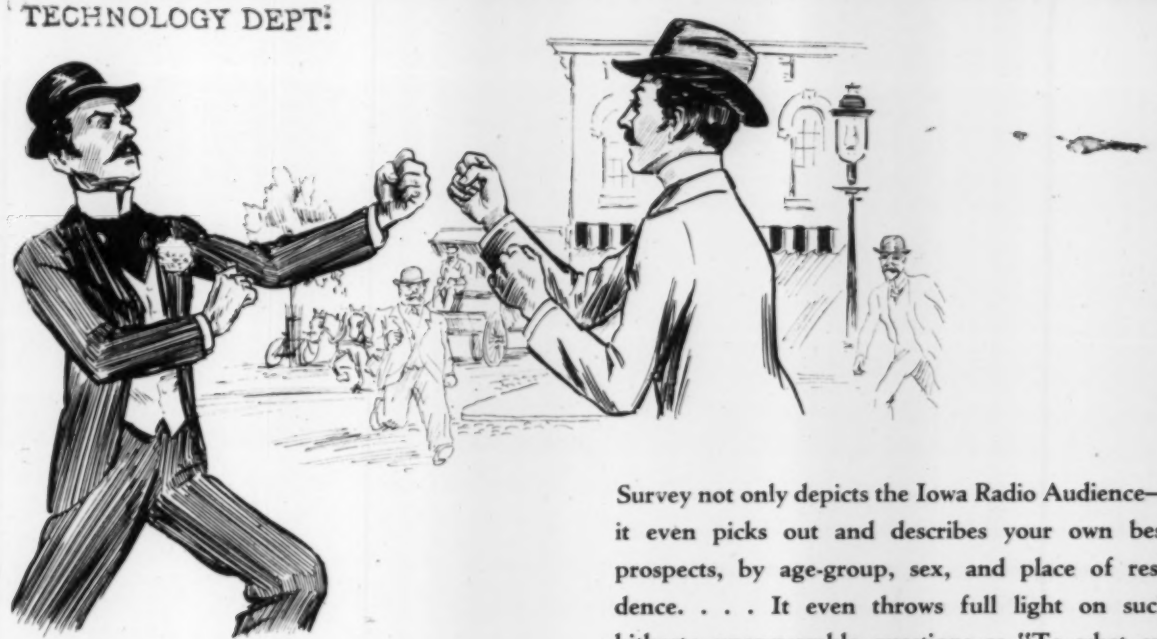

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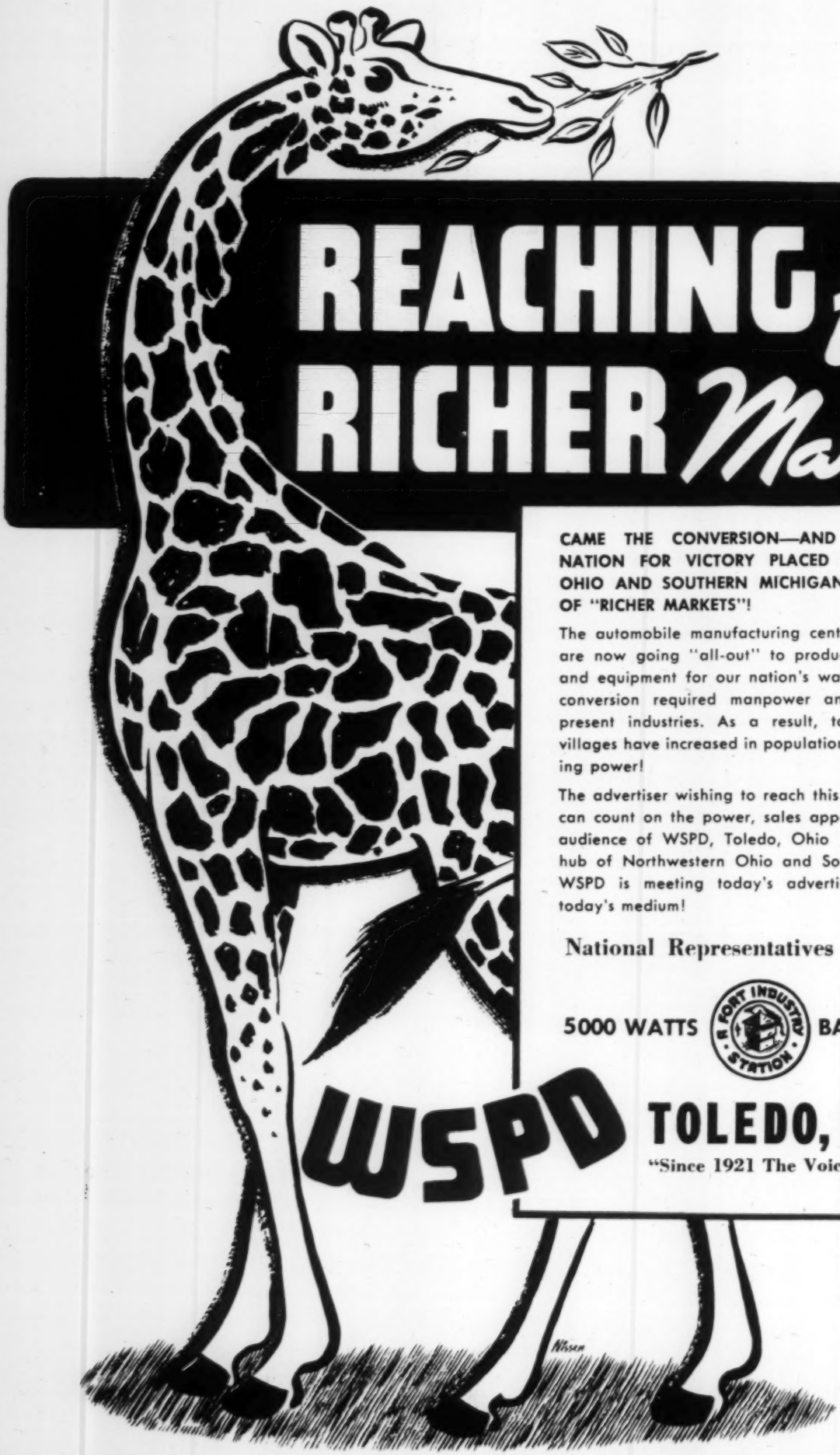
● Sitting at your desk in some big city, it's almighty hard, we know, to really visualize the people of Iowa or any other great geographical section. What do they like? What kind of programs? What stations? What periods of the day and night? What's the difference between the tastes of men and women? How do the farm people differ from the small town and city people? And can you plan a 100% campaign without knowing these things?

The 1942 Iowa Radio Audience Survey answers all these questions and a lot more besides. Based on nearly 10,000 personal interviews made on the most approved "sampling" methods, the 1942 Survey not only depicts the Iowa Radio Audience—it even picks out and describes your own best prospects, by age-group, sex, and place of residence. . . . It even throws full light on such hitherto unanswerable questions as "To what extent do radio listeners also read newspapers and magazines?"

Your copy of the 1942 Survey is waiting for you now. Yes, it includes some information that tells our own story, too—such as the fact that 55.7% of Iowa daytime listeners prefer WHO to all other stations. But primarily it is a scientific study that will help *you* tremendously in *your* business. Write for your copy, today! No obligation, of course.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives



REACHING for RICHER Markets

CAME THE CONVERSION—AND ARMING OUR NATION FOR VICTORY PLACED NORTHWESTERN OHIO AND SOUTHERN MICHIGAN IN THE REALM OF "RICHER MARKETS"!

The automobile manufacturing centers of the world are now going "all-out" to produce machine tools and equipment for our nation's wartime needs. This conversion required manpower and expansion of present industries. As a result, towns, cities and villages have increased in population and in purchasing power!

The advertiser wishing to reach this "Richer Market" can count on the power, sales appeal and listening audience of WSPD, Toledo, Ohio Snuggled in the hub of Northwestern Ohio and Southern Michigan, WSPD is meeting today's advertising needs with today's medium!

National Representatives -- KATZ

5000 WATTS FORT INDUSTRY STATION **BASIC NBC**

WSPD TOLEDO, OHIO

"Since 1921 The Voice of Toledo"

Hans Von Kraus IS DEAD!

WHAT is left of his Nazified body rests in the cold waters of the English Channel. A twisted, broken Messerschmitt serves as his clammy coffin. Too bad, Hans! But you weren't very smart. To stay alive and healthy you should have steered clear of that Iowa farm boy. His plane was powered by a Studebaker-built engine.

Yes, Hitler feels the awful impact of Studebaker-built war materiel almost every day. Respectable people know about Studebaker's assignment in the war, too. Here in the WSM area, for instance, over 14,000,000 persons who live in radio homes hear of Studebaker's war work twice a week. 5,242 automobile dealers, who in peace time do $382,690,000.00 worth of business, hear Studebaker's programs, too. It interests them to know that Studebaker is keeping its name alive . . . alive through the 50,000 watts of Clear Channel WSM, so that after the war Studebaker will once again be a "Champion" in the Central South . . . a pre-war, mid-war and post-war market of opportunity.

Air Castle of the South
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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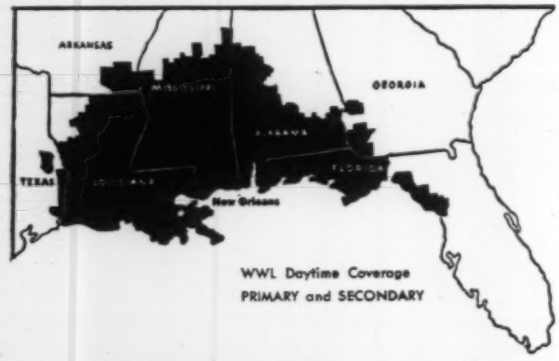
Kudos from the Capital

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners-to-WWL are just the *frosting*. Your big bountiful *cake* is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. ~~23~~ 24 • NO. 15 OCTOBER 12, 1942

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Published every Monday, 53rd issue (Yearbook Number) Published in February

Ps-st! %$(;xx WaNt to buy a nEw TYPEWRITER?

Choose KFAB instead! Reaches more customers in one minute than you could touch in a year of typing letters. Gets better results, too! At less cost! Farm homes, with an all-time record income, have confidence in KFAB... buy what "their" station recommends.

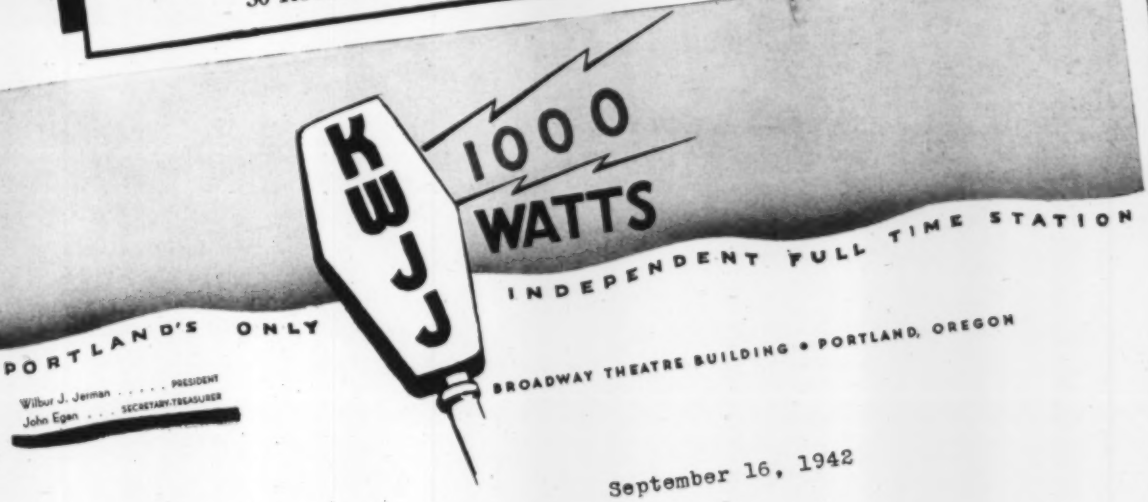
You *need* KFAB! It can and will do a complete job thruout Nebraska and her neighboring states. Better wire for availabilities today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

Thank you, Art Morey.
All over the country alert radio stations like yours are turning their *music costs* into *music profits* with the ASCAP Radio Program Service. It is without cost to all ASCAP-licensed stations.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City



September 16, 1942

Mr. Robert L. Murray,
ASCAP,
30 Rockefeller Plaza,
New York City, N. Y.

Dear Sir:

Congratulations on your script series "You Shall Have Music" This musical show has become one of our program highlights on each Monday. The show is running from 11:30 AM to 12:00 noon each Monday and is handled by one of our capable staff men, Leonard Shreve.

This show has been so well received that we are planning to give the swing shifters in our local defense plants a recap of previous shows from 12:00 midnight to 12:30 AM.

The present morning show is co-sponsored by local merchants alternate Mondays and their satisfaction is shown by their continuation on the program after a short trial period.

We feel that more of this type of show would be an asset to the smaller stations, for it brings together good music, presented in a friendly fashion, and strikes a happy medium between straight platter spinning and a verbose, drawn-out adlib musical programs that have been an eye sore from smaller station in the past.

We are looking forward to the new ten minute "filler" scripts with great anticipation. You may count on KWJJ to continue to carry this service.

Sincerely,
Art M. Morey
Prod. Mgr.

amm/ro

RAY P. JORDAN

GENERAL MANAGER, WDBJ, ROANOKE

1916 Daleville College, Daleville, Va.
1918 School teacher
1919 Sales Manager, Richardson-Wayland Electric Company
1924 Program Director, WDBJ (20 watts!)
1927 WDBJ upped to 250 watts
1930 General Manager, WDBJ
1934 WDBJ upped to 500 watts
1934 WDBJ upped to 1000 watts
1936 WDBJ upped to 5000 watts, daytime
1941 WDBJ upped to 5000 watts, full time
1942 Member, Accounting Committee, NAB

IF Horatio Alger were alive today and looking for an inspiration, Ray P. Jordan would be a *find* for him. As a schoolboy, Ray simultaneously ran a shoe-shine concession, was his town's only telegraph messenger-boy and served as local agent for three popular magazines! Through all his subsequent years Ray has continued always to pour out his energies in the same breath-taking way—and now, still a young man, he is one of the real leaders of his community and his industry.

Here at F&P, we also believe in *work*. Back in 1932 we came into being because we foresaw the opportunity of *work* to be done for and between radio stations and the users of radio advertising. The whole history of our growth and expansion has been the history of finding and doing valuable *work*. Aside from helping to pioneer our phase of this industry, we have originated most of the *services* that you now expect without question from every radio-station representative—and many that you don't!

Today you are probably as never before looking for help in your problems. All our men and all our facilities are at your command. Whatever your needs, we ask you to call on us for any kind of job we can do for you. You will not be imposing. You will simply be helping us to find the *work* that will continue to keep us growing, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

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WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
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KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 15 WASHINGTON, D. C., OCTOBER 12, 1942 $5.00 A YEAR—15c A COPY

Radio Steps Into Leading Wartime Role

7 Millions Sought For Shortwave By OWI

By SOL TAISHOFF

RADIO'S indispensability as an arm of modern warfare and the tremendous role it is playing both domestically and afield, was unfolded to Congress last week by Government officials. Highlighted was the estimate of Elmer Davis, OWI director, that the industry is contributing time worth $64,000,000 a year at commercial rates, for war agencies.

This revelation was made by the OWI director in highly significant testimony before a House Appropriations Subcommittee, released last Thursday. The second supplemental national defense appropriation bill carrying an additional $6,350,000,000 for the fiscal year and ending June 30, 1943, was passed unanimously the same day and sent to the Senate.

A veritable gold-mine of information on the part radio is playing in the war, the reliance placed on it by the Government, and the expansion projects ahead, particularly in international shortwave broadcasting and in psychological warfare, was portrayed in the committee's report on the hearings, held during latter September.

Fly's Testimony

In addition to the OWI testimony, broadcasting operations were covered by FCC-BWC Chairman James Lawrence Fly, who sought and got additional funds for FCC war work, and by Nelson Rockefeller Coordinator of Inter-American Affairs, the latter mainly in the shortwave field. Plans for the leasing of all of the time of the international shortwave stations jointly by OWI and CIAA for about $1,000,000 a year and for the purchase of additional transmitters for such operations, amounting to $7,000,000 were related and approved by the House. Senate approval is regarded as certain.

In describing the functions of OWI's Radio Bureau, under William L. Lewis, Mr. Davis praised the cooperation of the broadcasting industry. Since the facilities, talent, and services of the radio industry are offered to the Government on a largely voluntary basis, he said, it becomes one of the greatest responsibilities of the Radio Bureau to utilize these facilities in the best way possible.

"Radio time planned for official Government consumption over the period of a year would cost $64,000,000 if paid for at regular commercial rates," Mr. Davis said.

This compares to net time sales of the industry in 1941 of $176,000,000 [BROADCASTING *Yearbook*, 1942]. The figure for 1942, despite war inroads on smaller stations, may run 12 to 15% higher.

The FCC sought an additional $608,000 for the 1943 fiscal year for war activity, largely in expanding its monitoring services, and for checking foreign language programming and personnel. The committee cut it $50,000 to $558,000. Chairman Fly made some rather sensational statements, under questioning by committee members, on some of the mystery surrounding the inquiry into alleged bribery in FCC grants (see story on this page).

Tipping Tactics

Chairman Fly used a couple of startling reports in pressing for the additional FCC appropriation to investigate foreign language station operations and otherwise tighten up FCC wartime scrutiny. He cited the report that an announcer was "tipping off enemy submarines as to the time of departure of American convoys by the use of such devices as the dedication of songs to the crews of certain vessels". A second was the report that a foreign language announcer was actually using an open code by the "juggling of prices of advertised products or by systematic grammatical mistakes."

Mr. Fly sought the $600,000 additional for more personnel to carry on investigations and broaden present operations. Of the total, $155,880 is sought for 62 additional attorney-investigators and clerical help. He said the foreign language work was being undertaken because the FBI isn't able to do it and because OWI needs information.

All told, he outlined six reasons for the additional money for the current fiscal year. These covered (1) investigation into personnel of international and domestic foreign language broadcast stations to head off any possible enemy activity; (2) continuation of its survey of telegraph service to correct inequities and speed up wartime traffic; (3) surveys of foreign language program service for regulatory purpose, and as a service to OWI; (4) study of labor supply in the communications industry, including broadcasting; (5) work in inter-American communications; (6) expansion of coverage, monitoring, and reporting of foreign broadcasts to meet "urgent requests from other war agencies".

OWI was given an additional fund of $25,000,000, whereas it sought about $27,000,000, but the committee in its report praised the work of the organization under Mr. Davis' direction. A substantial part of this ,totaling several million, was earmarked for the Overseas Branch and affects radio.

Mr. Rockefeller's CIAA got $5,000,000 more—a cut of a half-million. A portion of this is for the purchase of time over the shortwave stations, and for other some domestic radio uses.

What the Army thinks about radio in modern warfare was revealed in a letter from Gen. George C. Marshall, Chief of Staff, to OWI Director Davis. In a letter dated Sept. 28, Gen. Marshall pointed out that OWI is furnishing information for our troops overseas, and is also rendering assistance in providing American radio entertainment for them.

"In extending facilities for American radio broadcasting, which have hitherto been inaccessible, the OWI is rendering a valuable service," said Gen. Marshall. "Also, it has been of assistance in cooperating with the Army Air Forces in the preparation and

(Continued on page 50)

Old Charge of FCC 'Bribery' Is Revived at House Hearing

THE AURA of mystery surrounding the FCC's "skeleton rattling" inquiry into alleged improprieties by former members of the old Radio Commission and of the FCC remained unbroken last week after Rep. Wigglesworth (R-Mass.) called on the Commission to clear up charges that "members or former members" have accepted gratuities from broadcasters in return for improved facilities. He called for a Congressional investigation of the FCC.

Rep. Wigglesworth, who repeatedly has attacked the FCC, addressed the House last Thursday during consideration of the supplemental national defense appropriation bill, carrying additional funds for the Commission's war work. He recounted to the House his close examination of FCC Chairman James Lawrence Fly, who appeared before the Appropriations Subcommittee Sept. 30. The testimony was released last Thursday, when the appropriations measure was reported to the House and unanimously passed.

The name of Sam Pickard, former member of the Radio Commission who retired in 1929 to join CBS as its station relations vice-president, was drawn into the affray. Mr. Fly had told the subcommittee that the report of the FCC's special counsel, John D. Farnham, would "reflect a critical attitude toward certain of the actions of Commisioner Pickard."

Also specifically mentioned was a reported instance whereby a station allegedly procured authority to operate at night in lieu of part-time operation and that a "payoff" had been made to the commissioners who voted favorably. Mr. Wigglesworth, based on the testimony, said he understood the Farnham report disclosed that $1,000 in cash and $4,000 in Government bonds had been turned over to the attorney for the station (under-

(Continued on page 52)

Industry Unity Hinges on NAB Meeting

ABA Elects Its Officers But Withholds Campaign

A NEW CRISIS in the turbulent history of the NAB, involving the future status of the organization and of its president, Neville Miller, will confront its board of directors at a meeting in Chicago Tuesday (Oct. 13) on a pending proposal for reorganization.

A conclusive vote on reorganization which, if effected, would entail Mr. Miller's retirement, is slated for the meeting, called by petition of members of the board after the question had been raised but not decided at the previous board meeting in Chicago Sept. 24-26.

There is sharp division among the 25 NAB directors, though a "straw vote" at the last meeting, with some 18 of the members present, was said to have reflected a majority view that changes should be made and that Mr. Miller, despite a contract which runs until July, 1944, should be relieved.

Unity Is Goal

The whole reorganization plan, according to its proponents, is designed to preserve unity in the industry and to make possible a more effective job in the industry's behalf in war activities, notably on the Washington scene. On the other hand supporters of Mr. Miller argue that the changes proposed would not effect unity and that many dissidents still would support other separation movements of one character or another.

The board meets the day following the arguments in the Federal District Court in Chicago on the Dept. of Justice suit for an injunction against James C. Petrillo and the American Federation of Musicians. This issue alone, aside from others precipitated by wartime operations, is characterized as sufficient reason for preventing any open schism in the industry at this time.

Unless the NAB reorganizes, if is stated, the newly-formed American Broadcasters Assn., projected as a horizontally competitive trade group, will perfect its organization plans. ABA, at a meeting in New York last Thursday, announced completion of "legal formalities requisite to the creation of the association" by adopting by-laws and by electing John Shepard 3d, president of the Yankee Network, as its temporary president, and Walter J. Damm, directing head of WTMJ, Milwaukee, as temporary secretary-treasurer. All nine founders of the ABA, who met in Chicago Sept. 24-25, were elected to the temporary board of directors.

The ABA statement added, however, that the group had held up further organization plans for the present in the interest of "unity and harmony in the broadcasting industry". It was made clear, however, that the group proposed to wait until the results of the NAB board meeting. If Mr. Miller is given a confidence vote, then it is regarded as certain that the ABA plans wil be pursued and that a membership meeting will be called within a month or six weeks.

ABA Plans

If, on the other hand Mr. Miller retires, it is understood ABA's plans will be held in abeyance and a "united front" will be restored. At this stage, however, the result is by no means certain.

The ABA group, which would supersede the Broadcasters Victory Council, created eight months ago to cover the Washington war front for radio without regard to NAB activities, said that Messrs. Shepard and Damm would serve until the first general membership meeting of the organization. This originally was planned for the first week in November but now has been indefinitely postponed.

"In view of suggestions from several prominent NAB members that ABA withhold the employment of executive personnel and active solicitation of additional members," the ABA statement said, "those present agreed that the best interests of unity and harmony in the broadcasting industry would be served by acceeding to these suggestions."

Attending the meeting, in addition to Messrs. Shepard and Damm, were George B. Storer, president, Fort Industry Co., and of National Independent Broadcasters; Eugene Pulliam, owner of WIRE, Indianapolisc, and president of Network Affiliates Inc., and Harry Bannister, manager of WWJ, Detroit.

Other founders of the asociation, who met in Chicago Sept. 25 and decided on the project after the NAB board had failed to act on the Miller issue but who did not attend the New York meeting, are James D. Shouse, WLW-WSAI, Cincinnati; E. B. Craney, Z-Bar network in Montana and KXL, Portland; O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden stations in Texas (who had resigned from the NAB board by wire on Sept. 24) and Stanley Hubbard, president of KSTP, St. Paul.

Ryan, Morency Attend

At the invitation of ABA, J. Harold Ryan, Assistant Director of Censorship in charge of radio and a member of the NAB board for the Fort Industry Co. of which he is vice-president and general manager, and Paul W. Morency, general manager of WTIC, Hartford, also an NAB board member, lunched with the ABA group in New York last Thursday.

ABA previously had announced that it would retain a paid president and two other executives. One report which became widely current, but which has neither been denied nor confirmed, was that Circuit Judge Sherman Minton, of Indiana, former Democratic Sena-

(*Continued on page 49*)

Army Camps on British Isles Slated to Get More U. S. Radio

By MARTIN CODEL

LONDON—Most London newspapers gave considerable play Oct. 5 to the story first exclusively reported in a London dispatch to BROADCASTING Sept. 28, revealing that Army authorities are considering a plan to pipe American-type radio programs to U. S. soldiers in our many camps here. The programs would be fed to a series of low-power camp transmitters, with a hearable radius of only a few miles and fed by landline from London, in collaboration with the BBC.

This led Brewster Morgan, OWI radio chief recently detailed here, to admit in a press interview that the project is going forward subject to military approval and availability of transmitting equipment. Soldiers have relatively few radios in the camps, as pointed out in BROADCASTING, and due to the difficulty of buying them here or shipping from America the plan now also contemplates piping programs landline direct to loudspeakers in canteens, recreation halls and barracks. Such a plan is entirely practicable, obviating needless transmitting installations and taking into account the frequent movement of troops.

More of the highly popular Army A radio transcription kits are badly needed here, as I found while visiting camps. Mr. Morgan took occasion to deny to the British press any U. S. intention of establishing its own broadcasting system here which the British public could hear, asserting that the proposed stations are intended solely for listening by American troops. It also developed this week that William S. Paley, CBS president, has arranged with the Red Cross for a series to start here soon.

Titled *American Red Cross Reporter*, it will feature human interest stories about what our soldiers are doing and thinking while on foreign soil.

NBC also is planning a soldier series from the British Isles under Red Cross auspices. First of the series was tentatively scheduled Oct. 10, featuring an AEF sweetheart picture contest with a soldier, whose girl's picture was chosen, talking on the program to that girl at home.

Critical Positions In Radio Stations Defined by BWC

Standard Definitions to Aid in Manpower Lists Submitted

ANOTHER important stride toward creation of a standard list of critical occupations in the broadcast field, to forestall crippling of broadcasting operations, was taken last week with transmission to the War Manpower Commission of lists of critical occupations and definitions of such positions in radio and communications.

Prepared by the Domestic Broadcasting Committee of the Board of War Communications, the list covering standard broadcasting includes 100 separate definitions of critical occupations. The list covering the various communications fields was prepared by the BWC subcommittees and transmitted to WMC by James Lawrence Fly, chairman of BWC. It was prepared at the request of WMC.

WMC Action Seen

The BWC statement, released for publication today (Oct. 12), stated that the lists were furnished to WMC for that agency's consideration and "appropriate action in connection with the establishment of a standard list of critical occupations". Members of the BWC subcommittees represent Government, labor and industry, all of whom played a part in preparation of the dictionaries of definitions.

"It is presumed that these lists will also be used by draft boards in considering Selective Service policies in drafting key personnel from the communications industry," said the BWC statement.

The lists thus far submitted to WMC cover, in addition to standard broadcasting, the international broadcasting and television fields and radio communications and wire telephone communications. Similar lists are in preparation by various other committees of BWC covering telegraph, cable, aviation communications, and state and municipal emergency fields.

WMC, in conjunction with U. S. Employment Service and Selective Service, now is formulating precise lists of critical occupations in the 34 spheres of service already determined to be essential in the war effort. Because of drastically altered revision of original estimates of manpower needs for the armed services, reports have been current that a revaluation of the list of 34 critical services may be entailed. The entire communications field, however, has been pegged as indispensable in war operations and little likelihood is seen of any altered policies which would affect the standard broadcasting or basic communications fields.

Once WMC decides on critical occupations in the various fields

(*Continued on page 48*)

Court or Accord May Break Music Crisis

Injunction Plea Before Judge Barnes Evidence Piles Up Against AFM

A BREAK in the radio music crisis, either through court action or an attempted interim negotiated settlement, is foreseen soon, in the face of the continued onslaughts of James C. Petrillo and his American Federation of Musicians.

Practically all industry eyes were turned toward Chicago, where arguments are to be heard today (Oct. 12) by Federal Judge John P. Barnes on the motion of the Dept. of Justice for a preliminary injunction to stop Petrillo. The court also will hear argument on the motion of AFM to dismiss the Government's anti-trust proceedings.

Arnold vs. Padway

Pitted against each other in this argument will be Assistant Attorney General Thurman Arnold, who has led the campaign against the "made work" issue, and Joseph A. Padway, general counsel of AFL as well as AFM in the proceedings, who will be armed with the action of the AFL convention in Toronto last Thursday, supporting the Petrillo position.

Enlivening public and industry indignation against Petrillo's tactics were the recent actions banning recorded rebroadcasts of network programs and the refusal of the AFM New York local to allow the Treasury War Savings Staff to use an FM hookup to promote bond sales.

It was indicated that no further action would be taken in the Senate on the Clark Resolution (SRes-286) to investigate the Petrillo dynasty until the court argument.

Preparatory to the court hearing, affidavits by station managers, network executives, Government officials, transcription and record manufacturers, and juke box operators were filed by the Dept. of Justice. The arguments are not expected to last more than a day.

If the temporary injunction is granted, and the AFM motion to dismiss denied, a trial date will then be set for hearings on the permanent injunction. If, however, the motion to dismiss is granted, the case undoubtedly will be taken into the Circuit Court of Appeals by the Government.

Sworn statements by OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, filed by the Dept. of Justice, paralleled the testimony of these officials before the Petrillo Probe Subcommittee of the Senate last month. Both contended the recording ban, which became effective Aug. 1, would weaken war communication and hamper maintenance of morale, thereby harming the war effort. Mr. Fly said that many small broadcasting stations would go under if the ban persisted, since they are entirely dependent upon recorded music.

Affidavits also were submitted by NAB President Neville Miller; E. M. Spence, managing director and treasurer of NAB; Deane Banta, KERN, Bakersfield; Wilton E. Cobb, WMAZ, Macon; Virgle E. Craig, WRLC, Toccoa, Ga.; H. B. Dillen, WAGM, Presque Isle, Me.; James A. Barber, KGVO, Missoula, Mont.; Ezra McIntosh, WWNC, Asheville; Edward C. Coontz, KVOO, Tulsa; Frank H. Loggan, KBND, Bend, Ore.; Thomas Steinsland, KUSD, U of South Dakota station, Vermillion, S. D.; Ingham S. Roberts, KGBS, Harlingen, Tex.; L. L. Hendrick, KRRV, Sherman, Tex.; H. C. Whitehead, WTAR, Norfolk; Henry B. McNaughton, WAJR, Morgantown, Va.; H. R. Lepoidevin, WRJN, Racine; Bill Reeves, WHUB, Cookeville, Tenn.

Sworn statements by representatives of the four networks were signed by Herbert V. Akerberg, CBS vice-president in charge of station relations; Phillips Carlin, BLUE vice-president in charge of programs; Fred Weber, general manager of MBS; and Frank E. Mullen, NBC vice-president and general manager.

Recorders Testify

Recording and transcription companies who submitted testimony were M. M. Blink, for Standard Radio; Edward Wallerstein, Columbia Recording Corp.; Frank Walker, RCA Manufacturing Co.; Jack Kapp, Decca Records; C. M. Finney, Washington Music Publishers; C. P. MacGregor, C. P. MacGregor Inc.; Michael M. Sillerman, Keystone Broadcasting System, transcription network. Affidavits of some 40 operators of automatic coin-operated juke boxes and proprietors of restaurants were also entered into the court record by the Department of Justice. In each case the affiants outlined the damaging effect of the recording ban.

NAB said a study had been made by individual stations comparing the roster of the local musicians union and the official City Directory, which listed occupations of residents in that community. In the 100 analyses made, covering 36,000 AFM members, it was found that 45% of the names do not appear in the City Directory at all and that a large proportion do not reside within the community, or have moved away and therefore are unavailable for employment. Thirty percent of those listed were designated as musicians by profession, while 60% indicated some other occupation such as architect, barber, plumber, physician, undertaker, tailor, civil service employe, etc.

The affidavit quoted the statement made by Petrillo in 1937 that "our membership consists of fully one-half of non-professionals who are not entirely dependent or music for a livelihood." Citing station finances, the sworn testimony stated that 200 stations are losing money, and that 450 stations have a gross income of less than $75,000 a year. According to the NAB's study, there are 223 communities where there are radio stations in which no AFM local is located.

The affidavit of Mr. Spence cited the hardship inflicted on small non-network affiliated stations by the Petrillo actions. The written testimony of the individual station executives described the damages inflicted by the recording ban.

Mr. Padway, in a 106-page memorandum filed Oct. 1 in support of the motion to dismiss, reiterated previous statements made by him and also used virtually the same reasons encompassed in the AFM resolution adopted at Toronto. He said that to grant an injunction "would impose involuntary servitude on musicians and that the attitude of the Anti-Trust Division is not only pernicious, but it goes beyond the heartless and even scornful apathy for the tragic victims of technological unemployment."

Whereas misgivings first were expressed over procurement of injunctive relief, the attitude has changed to one of confidence that the injunction would be granted. Appearing in court with Mr. Arnold will be Daniel B. Britt, Special Assistant to the Attorney General in Charge, and Holmes Baldridge, Chief of the Litigation Section of the Anti-Trust Division. It will be Mr. Arnold's first appearance in a Federal District court in a union anti-trust suit, although he has made several appearances against Mr. Padway in both the Circuit Court of Appeals and the Supreme Court.

Katz, Friedman Aid

Mr. Padway, colorful English-born attorney who was the object of attacks last year by Westbrook Pegler for his purported involvement in the motion picture employees' union during the Willie Bioff and George Browne scandal, will be assisted in argument by David Katz, Chicago counsel for AFM and Petrillo's personal attorney, and Henry A. Friedman, New York AFM attorney.

How much Petrillo's hand will be strengthened by the action of the AFM convention in Toronto last Thursday, unanimously adopting a resolution supporting the record and other bans, was conjectural. The resolution charged that the broadcasting industry, the Anti-Trust Division and the nation's press have "ganged up" on AFM and "launched one of the most

(Continued on page 48)

AFM Bans Placed on Repeats Ruled on as Individual Cases

ACTION of the AFM in refusing to allow recorded rebroadcasts of the *Jack Benny Show* and *Duffy's Tavern* network programs for the Pacific Coast is not the result of any general prohibition of recorded rebroadcasts, but each case was an individual ruling based on the particular details of the rebroadcast, BROADCASTING was informed last week.

In each of the two programs in question the union, acting on advice of counsel, ruled against permitting the recorded broadcast of the programs for the BLUE Pacific Coast Network on the grounds that to do so might weaken the AFM position in the Federal Court in Chicago when the Government's plea for an injunction restraining the union from enforcing its recording ban is heard.

AFM is still, however, permitting individual stations who are not able to carry network programs at the time of the network broadcast to make off-the-line recordings of these programs for broadcasting locally at a later time.

Situation is somewhat confused by the fact that there are three classes of recorded rebroadcasts of network shows. First, there is the *delayed* broadcast, just described, in which an affiliate station or number of stations, unable to take the program at the time of its network broadcast because of being a part-time station or having a local program at that time or some similar reason, records the program from the network lines and broadcasts it at some late time.

Network contracts with the New York AFM local (802) provide that for network programs originating in New York such rebroadcasts shall be made within 24 hours of the original if on a New York station and within 48 hours of the original elsewhere in the country. No extra payment is made to musicians for *delayed* broadcasts as they are considered as a part of the network broadcast.

Second class of rebroadcast is the *repeat* broadcast, where a network program is broadcast at one time by part of the network and repeated at a more favorable time

(Continued on page 44)

CBS Names White And Ream as V-Ps

Network Officials to Retain Present Executive Posts

FRANK K. WHITE, treasurer of CBS, and Joseph H. Ream, secretary and, until early this year, general counsel for the network, were elected vice-presidents of CBS last Wednesday at a meeting of the CBS board of directors. Both will continue in their present executive capacities.

In announcing the appointments Paul W. Kesten, CBS vice-president and general manager, stated that "CBS, in the past four months,

Mr. Ream

Mr. White

has lost three vice-presidents, Harry C. Butcher, Lawrence W. Lowman and Mefford R. Runyon, to the armed forces, and the election of Mr. White and Mr. Ream as vice-presidents is in recognition of their increased duties and responsibilities in the management

All Vacancies Filled

Dr. Frank N. Stanton, CBS director of research, last month was elevated to a vice-presidency by the board. Thus the three vacancies in vice-presidencies created by resignations to enter the armed forces have been filled.

Dr. Stanton took over those duties vacated by Lt. Com. Runyon, relating to owned and operated stations. Mr. Ream was delegated functions having to do with station relations, in conjunction with Vice-President Herbert V. Akerberg, in charge of station relations. Mr. White also has taken over certain of Com. Runyon's duties, pertaining to fiscal matters.

Dr. Stanton will continue his executive research functions in addition to his direction of M & O stations and supervision of Radio Sales Inc., CBS spot sales organization. Two of the CBS-owned stations—WBBM, Chicago, and KMOX, St. Louis, remain subject to the supervision of H. Leslie Atlass, CBS vice-president and director of its Central Division.

A native of Washington and an alumnus of George Washington U, class of 1920, Mr. White came to New York in 1921 becoming identified with various publishing businesses during the next few years. He served as assistant to the president of the Union News Co. until he joined *Newsweek* magazine as treasurer and business manager. He has been treasurer of CBS since 1937.

Mr. Ream, a native of Bedford, Ia., has an A.B. degree from the U of Kansas and an LL.B. from Yale. From 1927 to 1934, he was associated with the law firm of Cravath, deGersdorff, Swaine & Wood in New York, after which he joined CBS as general attorney, a position he held until the first part of this year. He has been secretary of CBS since 1938.

GARMENT CONCERN TESTS SPOT RADIO

INDUSTRIAL Undergarment Corp., New York, believed to be one of the first concerns of its kind to enter spot radio on a national basis, will launch a test campaign on one station each in 41 cities in behalf of Stardust Life-Insured Slips and Blouses, starting Oct. 19 and continuing until mid-December. A total of about five live announcements will be used on each station.

The radio drive, unusual for the fashion industry, is undertaken on the premise that the product has certain basic qualities which can be made to appeal sight unseen, unlike dresses, hats or other clothing, which depend more on personal and individual reactions to appearance. Agency is Norman D. Waters & Associates, New York.

New Camels Quiz Show Starts Oct. 31 on CBS

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Oct. 31 will start a new quiz show for Camels on CBS, starring Bob Hawk as m.c., with cartons of the cigarettes as prizes. To be heard Saturday evenings at 7:30 on the full CBS network, the series, titled *Thanks to the Yanks*, will give members of the studio audience a chance to answer three-carton, five-carton or 10-carton questions.

If the answer is correct, the contestant can designate to which member of the armed forces either at home or abroad he wishes the cartons to go. If the contestant misses the question or if he does not wish to name a recipient, the cartons are placed in a knapsack and sent to smaller camps around the country. Agency in charge is Wm. Esty & Co., New York.

Flag Spots

S. K. LONEGREN, New York flag manufacturer, is conducting a campaign of spot announcements on six selected stations throughout the country, offering a celanese taffeta United States flag with pole, and the flag of a designated branch of the armed forces, for $1. One-minute announcements are run for a week's time on each station, with the company holding the privilege of cancelling the arrangement after that period, if mail responses are not satisfactory. Stations used include WXYZ WRVA KWFT and KNPC plus two additional outlets. Agency is Van Dolen, Givaudan & Masseck, New York.

CORN PRODUCTS REFINING Co., New York, sponsor of the *Stage Door Canteen* on CBS, for which it pays $2,500 a week to the American Theatre Wing, has volunteered to underwrite new expenses incurred by the latter organization in expanding its entertainment activities in behalf of service men. It is estimated that the additional expenses will run about $1,000 a week.

Richards Heads Censor Unit For Foreign Tongue Programs

Voluntary Method Retained, Ryan Declares, as New Section Cooperates With Industry Groups

TO ASSIST domestic broadcasters of foreign language stations in their efforts to enforce the Code of Wartime Practices, the Broadcasting Division of the Office of Censorship has established a special foreign language section, headed by Robert K. Richards, according to announcement last Friday by J. Harold Ryan, Assistant Director of Censorship.

Mr. Richards has been assistant to Mr. Ryan since the Office of Censorship began operation in January, 1942. He came from WSPD, Toledo, where he was production manager and assistant to Mr. Ryan as vice-president and general manager of the Fort Industry Co. Edward H. Bronson, former newspaperman and broadcast station executive who joined the Censorship staff last month, has been named assistant to Mr. Richards in the foreign language setup.

Voluntary Basis

Discussing the new section in his division, Mr. Ryan said:

"Voluntary censorship, of the sort we are practicing in this country, places responsibility for keeping information of value from the enemy squarely upon broadcast management. This responsibility is problem enough for the ordinary broadcaster whose programs are transmitted in English; for the manager of the station which airs programs in as many as a dozen languages, the problem is greatly magnified.

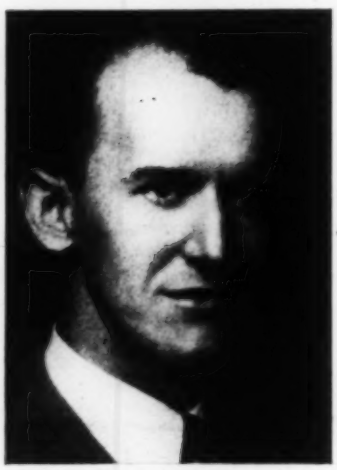
"The purpose of this new section is to assist foreign language station managers in exercising their responsibility, not to relieve them of it.

"To this end, we will be working closely with the management of such broadcasting stations, checking scripts and broadcasts in the languages involved. Actual monitoring operations are being initiated, and we will retain a small staff of linguists who will make regular reports to us on the material being transmitted."

The broadcasting division will report findings directly to station managers, who will take such measures as are deemed necessary to prevent dissemination of information inimical to the war effort. In this respect, the Office of Censorship invites the cooperation of the Foreign Language Broadcasters Wartime Control and all other voluntary industry groups designed to assist foreign language broadcasters in their wartime job, Mr. Ryan said.

Mr. Richards, a native of Urbana, O., is a graduate of Ohio State, 1934, and was editor of *The Lantern*, campus daily newspaper. Upon graduation, he joined the Detroit office of Campbell-Ewald as copywriter. In 1935, Mr. Richards entered radio, joining WAIU, Columbus, as a continuity writer. The following year he joined the news staff of the *Cincinnati Post* and in 1938 was hired by Mr. Ryan as production manager of WSPD.

Mr. Bronson, who assists Mr. Richards in the foreign language station work, came to the censorship office a month ago from WCOL, Columbus, where he was assistant manager.



MR. RICHARDS

Rem's NBC Spots

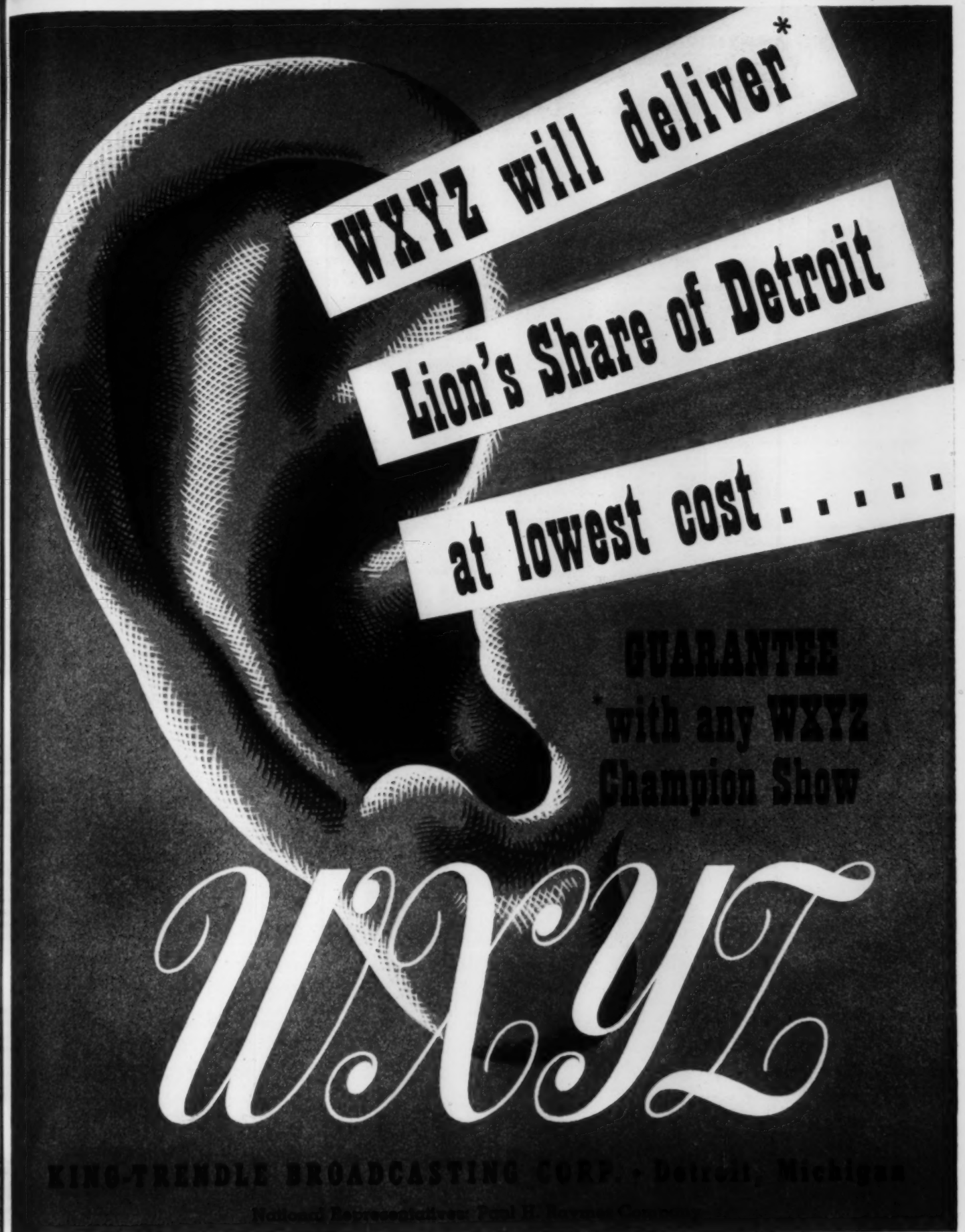
MARYLAND PHARMACEUTICAL Co., Baltimore, has signed for over 300 one-minute transcribed spot announcements for Rem on each of five NBC managed stations and on four others represented by the network's national spot and local sales department. Stations which started using the announcements Oct. 1 when the firm's seasonal spot campaign got under way are: WEAF WRC WMAQ WTAM KPO WGY WBZ-WBZA KDKA KYW. Maryland Pharmaceutical is also using spot announcements for Rem and Rel on a national basis in a fall and winter campaign. Joseph Katz Co., Baltimore, handles the account.

ANA to Meet

TO CONVEY essential information on key war projects affecting marketing and advertising practices, the Assn. of National Advertisers will hold a two-day meeting Nov. 11-12 in New York, at which Government officials will explain various official programs in view of most recent developments.

Cosmetic Plans

SEMPRAY JOVENAY, Grand Rapids (cosmetics), has appointed Roche, Williams & Cunnyngham, Chicago as agency. The company will use spot announcements in Midwestern stations. Phil Stewart is account executive.


WXYZ will deliver*
Lion's Share of Detroit
at lowest cost . . . . .
GUARANTEE
*with any WXYZ
Champion Show
WXYZ
KING-TRENDLE BROADCASTING CORP. • Detroit, Michigan

Gillin Heads New Corporation Seeking Right to Lease WOW

Woodmen Would Grant 15-Year Lease Having No Recapture Clause; Businessmen Participate

TRANSFER of WOW, Omaha, NBC outlet, from the Woodmen of the World Life Insurance Society to a new corporation headed by John J. Gillin Jr., general manager of the station, was sought in an application filed with the FCC last Thursday by the Woodmen organization.

Mr. Gillin

Under the transaction, a 15-year lease arrangement with no reversionary clause for recapture of the facilities by Woodmen, Mr. Gillin becomes president and principal stockholder of the new operating company. There are seven other stockholders and directors.

Monthly Payments

The 15-year lease arrangement provides for payment to Woodmen by the new corporation, Radio Station WOW Inc., of approximately $8,100 a month for the first three years and of $5,600 monthly for the remaining 12 years.

Mr. Gillin, one of the industry's best-known figures, has been directing head of WOW since 1932. He is credited with the station's almost phenomenal success as one of the leading outlets on NBC. Mr. Gillin began with WOW in 1931 as chief announcer. A year later he became commercial program manager and then general manager.

The application sets forth that the Woodmen's reason for assignment of the license to the new corporation is based on the conclusion that "the proposed assignee will continue to serve the public by rendering a high type program service". Woodmen described itself as a "fraternal benefit life insurance" organization.

According to the application, there are 2,000 shares of stock in the new corporation — 750 being Class A preferred; 250 Class B preferred, and 1,000 common. All of it is of the same par value and is voting stock. Mr. Gillin holds all of the Class B preferred stock; 100 shares of Class A preferred, or 13.3%, and 350 shares of the common, or 35%.

Guy C. Myers, vice-president of the new corporation, is a Seattle and New York City businessman. His main business interest is listed as the Pacific Beach Water Co. Inc. Secretary is M. M. Meyers, of Omaha, president of the Omaha Coke & Coal Blax Co. and secretary of the Western Limestone Products Co. Treasurer is Harvey E. Milliken, of Omaha, president of the Omaha Printing Co., commercial printers.

In addition to the officers, who serve on the board of directors, other stockholders and directors are Robert Samardick, of Omaha, vice-president of Danbaum Inc.; J. J. Isaacson, of Omaha, assistant secretary and assistant treasurer of the Aksarben Bridge Assn. and Aksarben Exposition Co., and governor of the Knights of Aksarben; Francis P. Matthews, Omaha attorney, Supreme Knight of the Knights of Columbus, president of the Federal Savings & Loan Assn., secretary of the OK Hardware Co. and member of the board of Northwestern Bell Telephone Co., and Thomas J. Wallace, of Winnetka, Ill., vice-president of Russel M. Seeds Co., advertising agency.

Vice-President Myers holds 250 shares of A preferred, or 33.3%, and 250 shares of common, or 25.5%. Directors Matthews and Wallace each hold 100 shares of A preferred or 13.3%, and 100 shares of common each, or 10%.

Secretary Meyers, Treasurer Milliken and Directors Samardick and Isaacson each hold 50 shares of Class A preferred, or 6.6%, and 50 shares of common, or 5%.

SHORTWAVE WARNINGS
U. S. Outlets Beam Message To Occupied France

THE U. S. Army High Command last week arranged for 14 American shortwave transmitters to broadcast warnings of coming bombardments by American planes to inhabitants of occupied France.

The message was sent out in 10 languages—French, German, Italian, Spanish, Danish, Norwegian, Swedish, Portuguese, Greek and Turkish—on the 10 shortwave stations of the Office of War Information; by NBC over WRCA and WNBI, its international stations, and over the CBS shortwave stations WCBX and WCRC. The BBC also carried the warning to the French language programs.

Spratts Series

SPRATT'S PATENT Ltd., Newark, on Oct. 5 launched a campaign of thrice-weekly announcements on 10 eastern and midwestern stations for dog food. The drive lasts through the month of October and is running on stations in Chicago, Detroit, Pittsburgh, Cincinnati, Bston, Philadelphia and New York. Paris & Peart, New York, handles the account.

Paper Firm on WOR

HUDSON PULP & PAPER Co., New York (Hudson napkins), has named Joseph Katz Co., New York, as agency. Will use participations on the Bessie Beatty program on WOR, New York, starting around Nov. 1.

R&R Names Grady

EVERETT J. GRADY, vice-president and chairman of the plan board of Ruthrauff & Ryan, New York, has been executive vice-president of the agency, and will continue his former duties including supervision of several of the agency's major accounts. He has been with R&R for 23 years in the copy department, as copy director, and vice-president and director. He has worked in the agency's creative activities, both in the radio and publication field.

Kohn Heads WFPC

E. E. KOHN, formerly commercial manager of WFPC, Atlantic City, has been appointed general manager of the station to replace A. Harry Zoong who has been named president of the United Broadcasting System. Ed Allen, announcer, has been promoted to program manager.

Model to Use 24

U. S. TOBACCO Co., New York, for Model tobacco will use 24 stations for a campaign of one-minute and half-minute spot announcements on varying schedules, starting this month, according to Arthur Kudner, New York [BROADCASTING, Oct. 5].

Tube Series in Canada

CANADIAN MARCONI Co., Montreal (radio tubes), has renewed its spot announcement campaign on 36 Canadian stations from coast to coast. Account was placed by Cockfield Brown & Co., Montreal.

Fay Heads Stromberg Broadcast Staff; Appoints Lee WHAM General Manager

ELECTION of William A. Fay, general manager of WHAM, Rochester, 50,000-watter and its FM adjunct, W51R, as vice-president in charge of broadcasting activities of Stromberg-Carlson Telephone Mfg. Co., was announced last week in Rochester. Mr. Fay succeeds E. A. Hanover, who died Aug. 27. Mr. Hanover had been vice-president in charge of manufacturing and broadcasting.

Mr. Lee

Mr. Fay promptly announced the appointment of Jack Lee, his chief assistant for the past six years, as general manager of WHAM. Mr. Lee also had supervised production and headed up WHAM's dramatic presentations and announcing staff.

Mr. Fay entered Stromberg's employ in August, 1928, after having worked as an artist at WGY, Schenectady, and as program manager of the former WMAK, Buffalo. In the early 20's, he was a musician and singer. He attended the New York State Normal School and Albany Business College, in addition to his musical training as a piccolo and bass viol player.

His business experience included a year as chief dispatcher's clerk for the Delaware & Hudson Railroad at Oneonta, N. Y., and a term as accountant for the Otis Elevator Co. at Albany.

Mr. Fay was elevated to the managership of WHAM, then a 5,000-watt clear-channel outlet, in 1929. In 1933 the station was authorized to operate with 50,000 watts.

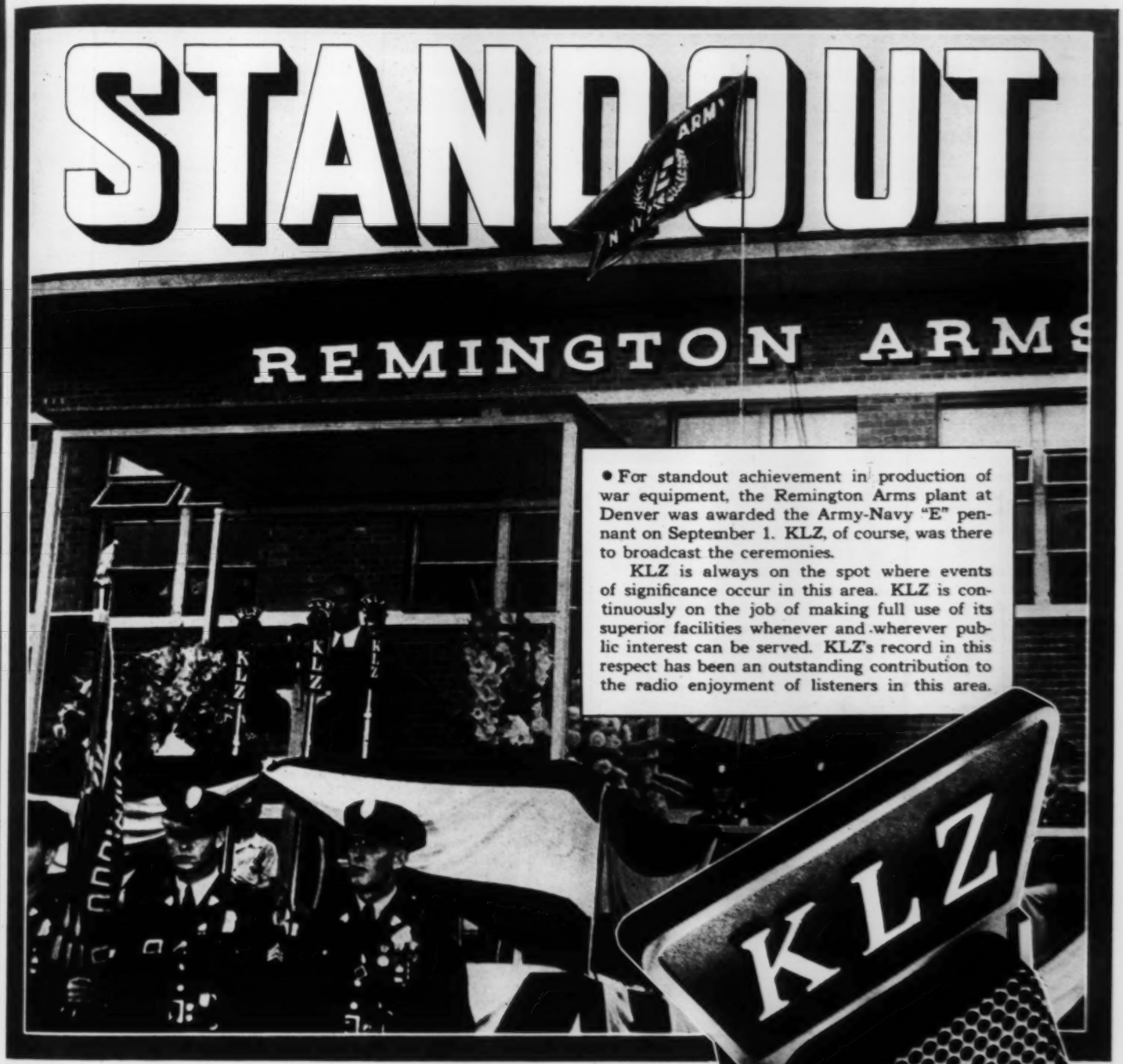
Mr. Fay has originated and produced hundreds of programs, including many which have become an integral part of the life of the city of Rochester. Among these is *State Troopers*, which has run continuously for a decade; *Kindly Thoughts*, a program presenting more than 12 years spiritual counsel of all religious denominations, and the *Rochester School of the Air*, which is heard daily from 1:30 to 2 p.m. by all children of the public schools as part of their regular school program.

Born in Connecticut on Nov. 9, 1899, Mr. Fay is a member of the Chamber of Commerce, Rochester Ad Club, Oak Hill Country Club, member of the Rochester Council Boy Scouts, director of the Better Business Bureau, director of the Board of the Salvation Army, and chairman of the radio committee of the Rochester Communications Corps. He is also a trustee of the Brighton Presbyterian Church and a member of the Board of Governors of the Rochester Red Cross.

Mr. Lee entered broadcasting in 1925 after a successful career on the stage and in vaudeville. He has been associated with WHAM since 1928. He started as a producer and later switched to announcing. Through the intervening years, he has been active in broadcasting.

MR. FAY

STANDOUT



• For standout achievement in production of war equipment, the Remington Arms plant at Denver was awarded the Army-Navy "E" pennant on September 1. KLZ, of course, was there to broadcast the ceremonies.

KLZ is always on the spot where events of significance occur in this area. KLZ is continuously on the job of making full use of its superior facilities whenever and wherever public interest can be served. KLZ's record in this respect has been an outstanding contribution to the radio enjoyment of listeners in this area.

KLZ'S SERVICE RECORD IS OUTSTANDING

"PROSPECTOR'S TRAIL" CELEBRATION at Idaho Springs, mining village 33 miles from Denver, was broadcast over KLZ via mobile unit pickup. KLZ's mobile transmitter is the finest in Rocky Mountain area.

EDWARD ARNOLD, screen and radio star, is interviewed by KLZ during Denver stopover. General Brett, far Pacific air chief, recently granted KLZ first radio interview during Denver stopover.

Ad Council Conducting Many Projects

Cooperation Attained By Industry and Federal Units

SUMMARIZING its achievements since its formation early last spring, the Advertising Council, in a 21-page mimeographed report, released last week, states:

"In six months, the Advertising Council, generously supported by industry and with Government cooperation, has brought about a high degree of coordination between industry and Government in war effort advertising.

"It has clarified much of the confusion which previously existed in connection with varied appeals from governmental agencies asking business support.

"It has cooperated with Government agencies and latterly more particularly with the Office of War Information in the gradual creation of a consistent program on the psychological front.

Valued in Millions

"It has aided industry by pointing the way to more effective use of war theme advertising in the interest of war effort.

"It has created a series of completed campaigns, the direct or indirect support for which is at the rate of many millions of dollars per year.

"The founders of the Advertising Council are gratified by these results which they recognize could have come only from the great need and from the generous support of business and Government.

"The Advertising Council is confident that the contributions which advertising has made thus far to the preservation of America reflect only a fraction of that which will be forthcoming when organization and planning are perfected and when all realize that the power of advertising in the war effort is an aid which can be supplied in no other way."

Current Projects

Reviewing its activities in securing sponsorship for advertising campaigns to put over the Government's wartime messages, the council states that there are broadly four methods of support: (1) by Government departments, such as the Army and Navy campaigns, paid for by these departments and placed through advertising agencies selected by them; (2) by local advertisers sponsoring Government messages such as in connection with the sale of War Bonds; (3) by time and space pools, with "the most dramatic example of this type . . . the radio network pool administered by Mr. William Lewis of the OWI to which contributions of time are made by 183 network advertisers"; (4) by money underwriting of campaigns, such as the General Salvage Campaign supported primarily by the American Iron & Steel Institute and the Household Fats Campaign paid for chiefly by the glycerine-producing industries.

Current Council projects, the report states, include both specific campaigns, many of which will continue for the duration while others are of a temporary or recurrent nature, and "operational" projects which deal with "the use of advertising mechanisms rather than with the creation of advertising appeals." These "operational" projects include the radio allocation plan, a media survey or continuing study of all war advertising, a display project to coordinate window and other display channels for Government display material and the creation of an official war advertising guide.

List of Campaigns

Major Council projects are:

TREASURY, War Securities—Harold B. Thomas, president of the Centaur Co., coordinator, supported by four volunteer agencies: Young & Rubicam, Pedlar & Ryan, Ruthrauff & Ryan and Benton & Bowles. This project encompasses all Treasury promotional activities, with the payroll deduction plan as the first part, and the Council works in close harmony with the War Savings Staff of the Treasury.

OFFICE OF PRICE ADMINISTRATION, Price Control and Rationing—Charles G. Mortimer, vice-president, General Foods Sales Co., coordinator, with the voluntary support of J. Walter Thompson Co. and Young & Rubicam.

DEPT. OF AGRICULTURE—Stuart Peabody, advertising director, the Borden Co., coordinator with the voluntary assistance of Ferry-Hanly Agency. Project involves plans for action by farmers, marketing problems, programs for consumer consumption of scarce and surplus foods.

MANPOWER COMMISSION—A. O. Buckingham, vice-president, Cluett-Peabody & Co., coordinator, supported by the volunteer agency Erwin, Wasey & Co. and in cooperation with Raymond Rubicam, president, Young & Rubicam, and special assistant to Paul McNutt, chairman of the Commission. Task covers the promotional aspects of putting as many as 10,000,000 men and women to work in war industries within the next year.

WAR PRODUCTION BOARD, General Scrap Salvage Campaign—The Council's first major project, guided by Leo Burnett, agency head, and a Chicago project group. Immediately underwritten by the American Iron & Steel Institute, who appointed McCann-Erickson to handle the campaign.

WAR PRODUCTION BOARD, Fats Salvage Campaign—Neil McElroy, manager, advertising and promotion departments, Procter & Gamble, coordinator, assisted by Compton Adv. as volunteer. It was sponsored by the country's glycerine-consuming industries who named Kenyon & Eckhardt to handle the campaign.

WAR PRODUCTION BOARD, Power Conservation—As yet in a preliminary stage, with no coordinator or task group, this project is educational, designed to conserve consumption of electrical power where shortages dangerous to the war effort may develop.

WAR PRODUCTION BOARD, Typewriter Repurchase Plan—H. W. Roden, president, Harold H. Clapp Inc., coordinator, supported by a skill group composed of policy representatives of standard typewriter companies and representatives from Newell Emmett Co., Leeford Agency, Young & Rubicam and Marschalk & Pratt.

AUTOMOTIVE SAFETY FOUNDATION, Automotive Conservation—Donald U. Bathrick, coordinator, aided by a volunteer agency group composed of Arthur Kudner, Campbell-Ewald Co. of New York and Lennen & Mitchell.

OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS—Joseph D. Bohan, coordinator, supported by representatives of principal export advertisers, agencies and media.

CIVILIAN AERONAUTICAL AUTHORITY, Pre-Flight Training—A long-term war project not yet ready for discussion.

OFFICE OF PRICE ADMINISTRATION, Idle Tire Repurchase Plan—Neil McElroy, manager, advertising and promotion departments, Procter & Gamble Co., has selected the volunteer agency, Compton Adv., to aid in the advertising of this plan for recovering spare tires from car owners.

Mars Back on Air

MARS Inc., Chicago (candy bars), has returned to radio, testing a half-hour weekly variety program on WLW, Cincinnati, starting Oct. 4. Titled *Fountain of Fun*, program is heard Sundays, 5:30-6 p.m. and if test is successful will probably go network the early part of next year according to the agency, Grant Adv. Agency, Chicago.

LUNCHEON GROUP that renewed advertising contract between Bond Clothes, New York, and KYW, Philadelphia, for the fourth year included (l to r) Leslie W. Joy, general manager of KYW; Walter J. Neff, president of Neff-Rogow; A. Petrie, manager of Bond Clothes in Philadelphia; LeRoy Miller, conductor of the KYW *Musical Clock;* M. A. McDonald, sales manager of KYW; William E. Jackson, sales manager of Westinghouse Radio Stations Inc.; William Rogow, vice-president of Neff-Rogow, and J. V. McConnel, manager of NBC spot sales. Program runs 15 minutes daily at 8 a.m.

Receipts of Scrap Increased in July

Salvage Drive Brings Shift In Normal Summer Trend

STEEL MILL receipts of scrap were higher in July than in January, reversing the normal trend, E. D. Madden, vice-president of McCann-Erickson, agency in charge of the advertising for the national salvage campaign, reported to the advertising press at a meeting held recently at the Advertising Council headquarters in New York.

Receipts at Mills

Citing WPB figures, he said that in January 1,869,000 tons of scrap were received by the mills, whereas in July receipts totaled 2,400,000 tons. This latter figure is 14.2% of the 17,000,000-ton quota for the final six months of this year, he said, adding that it was not a bad amount, even though less than one-sixth of the desired total, since summer is normally the poorest season for scrap collection and since the salvage campaign was just getting under way in July.

Reviewing the advertising utilized in the drive, Mr. Madden said that continuous readership studies show that the salvage ads have had much greater observation and readership than the average of all ads of similar size, both in daily and weekly newspapers and in magazines. Some of the advertising was paid for by the American Industries Salvage Committee, some was donated by the papers and some was run under local sponsorship, he said.

In the radio field, where only a small announcement campaign was sponsored by the Committee, Mr. Madden praised the industry's voluntary support of the salvage drive, stating that "there is not a single station in the country and scarcely a single program which has not featured scrap salvage many times." He also said that the broadcasters were cooperating fully with the current Newspaper Publishers' Scrap Campaign.

Motion picture shorts, window displays, posters, publicity material, check lists of scrap, instructional booklets and school charts are among the other media being used, Mr. Madden stated, explaining that all of this advertising and publicity material is coordinated with the work of 10,896 local salvage committees throughout the country, established by the WPB as the actual agents for collecting the nation's scrap.

MBS Billings Up

MBS BILLINGS for the month of September, 1942, amounted to $707,283, an increase of 33.7% over the same month in 1941, when the figure was $529,013. The network's cumulative billings for the first nine months of this year totalled $7,091,917, an increase of 55.8% over the corresponding period in 1941, when the total amounted to $4,553,693.

Teamwork

DOES THE JOB!

It takes perfect teamwork on the part of each member of a church choir to make that choir a success. And it takes perfect teamwork to make your radio promotions a grand success, too! That's why you should take advantage of the WCBM-BLUE Network team to do your job in Baltimore. The BLUE offers Baltimoreans their favorite programs seven days a week, while WCBM offers you the most economical rates for a major network station. Get all the details!

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, *President*
George H. Roeder, *Gen. Manager*

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco

BLUE WCBM NETWORK

WCBM

WPDQ, in Jacksonville Takes Air on 1270 kc.

WPDQ, Jacksonville, began operation Oct. 9 at 7:30 p.m. Owned by Jacksonville Broadcasting Co., the station operates on 1270 kc., 250 watts, day and night, with studios in the Gulf Life Bldg.

President of the new station is James R. Stockton, while general manager is Robert R. Feagin. Other members of the WPDQ personnel include Cy Newman, program director; James R. Donovan, chief engineer; Mrs. Marjorie B. Willis, director of women's features; Frank Taylor, business manager; Mrs. Ruthanne Elder, traffic manager, and Announcers Bernie Adams and Neil Vanderpoel.

Latin Editors' Tour

LATIN American writers, editors and publishers will visit the United States this fall and winter to see America's war activities. Visits are planned to radio stations, war industries, training camps, colleges and many other places. As yet the itinerary has not been fixed but an announcement is expected soon.

Macaroni Series

PARAMOUNT MACARONI MFG. Co., Brooklyn, radio advertiser for the past 12 years, continues to sponsor half-hour programs on WELI WPEN WNBC and WEVD, and will add a six-weekly program on WOV, New York. J. Franklyn Viola, New York, is the agency.

HOT SPOTS

in a

RED-HOT MARKET!

Influx of an army of wartime workers . . . mostly for KAISER'S speed-record shipyards . . . has made Portland a BONANZA MARKET FOR SPOT TIME BUYERS . . . and there are golden opportunities in **LOW COST . . . HOT-SPOT AVAILABILITIES** . . . on the Mutual Broadcasting System station.

KALE

PORTLAND, OREGON

●

NOTE . . . The Portland City Commission estimates showed 62,000 men employed as of July 1st in Portland's 27 war industry plants alone. The same authority anticipates 153,000 at work when capacity employment is reached by February 1st and housing is planned and under construction for 192,000 added population between September and February. Portland's normal population is 305,394 (1940 census) and across the Columbia river, Vancouver, Wash., with its KAISER shipyard and ALCOA plant, is enjoying a similar boom.

. . . AND KALE RATES ARE STILL BASED ON NORMAL POPULATION FIGURES

●

Free & Peters, Inc., National Representatives.

Denny Named General Counsel Of FCC, Succeeding Taylor

ELEVATION of Charles R. Denny Jr., assistant general counsel of the FCC since last February, to the post of general counsel, succeeding Maj. Telford Taylor, was announced last Tuesday by the FCC.

The appointment, on a merit basis, followed the resignation on Sept. 23 of Maj. Taylor, who had been commissioned a major in the Army Signal Corps and reported for duty last Monday. Mr. Denny, as senior assistant general counsel, became acting general counsel.

Mr. Denny joined the Commission Feb. 22, succeeding Thomas E. Harris. He was placed in charge of litigation and administration under Mr. Taylor. He had been chief of the Appellate Section of the Lands Division of the Dept. of Justice.

Born in Baltimore April 11, 1912, Mr. Denny has resided in Washington for several years and attended the public schools there. He was graduated from Amherst College in 1933 and from Harvard Law School in 1936. From 1936 to 1938 he was associated with the Washington law firm of Covington, Burling, Rublee, Acheson & Shorb. From 1938 until he joined the FCC last February, he was with the Dept. of Justice.

The FCC, at its meeting last week, did not fill the vacancies created by Mr. Denny's appointment or by the transfer of Assistant General Counsel Lucien A. Hilmer to the Board of Economic Warfare. Rosel H. Hyde, veteran member of the FCC's law staff, was named acting assistant general counsel in charge of broadcasting, taking over Mr. Hilmer's duties.

It is presumed the Commission will seek the recommendations of its new general counsel before filling the two vacancies. Elevation of Mr. Hyde to one of the posts is predicted.

MR. DENNY

Milk Promotion

TRANSCRIPTIONS promoting milk are used on all five Pittsburgh stations, KDKA WCAE KQV WJAS WWSW, by the Pittsburgh Dairy Council. Starring Bessie-The-Cow who tells musically of the work she is doing in promoting the war effort, the series is written and produced by George Heid, and transcribed by George Heid Productions. Agency is Ketchum, McLeod and Grove, Pittsburgh.

May Settle Suit

WITH indications of an out-of-court settlement in the $120,000 breach of managerial contract suit filed on Sept. 8 by Thomas K. Kennedy, New York business agent of Red Skelton, against that Hollywood radio-film comedian, attorneys in the case requested the suit be taken off Los Angeles Federal Court calendar. Contract, contrary to Screen Actors Guild ruling, had called for 20% of Skelton's earnings, it was said. The $120,000 asked, according to the plaintiff, represented fees due him as manager [BROADCASTING, Sept. 14].

Curriculum Completed For Advertising Class

FULL CURRICULUM of the 19th annual Advertising and Selling Course of the Advertising Club of New York, has been issued in booklet form. Under the direction of Eugene S. Thomas, WOR, New York, the radio production clinic will have as speakers and subjects: Julius F. Seebach, Jr., WOR vice-president in charge of programs, "Programming"; Robert A. Simon, WOR director of continuities, "Words and Music"; Roger Bower, WOR program producer, "Production in the Studio"; Frank Dahm, freelance writer, "Radio Writing"; Robert T. Colwell, radio department of J. Walter Thompson Co., New York, "Commercial Radio Writing", and Mrs. Harold V. Milligan, director of the women's division of the National Assn. of Manufacturers, "Program and Copy Acceptance". That clinic will run from Feb. 4 through Feb. 23, while a radio station tour has been arranged for all members of the A & S course on March 8.

Among speakers for the general lectures are Edgar Kobak, executive vice-president of the BLUE, Dec. 3 on "Qualifications For Salesmanship", and Thomas Joyce, vice-president and advertising director of RCA Mfg. Co., Camden, Dec. 7 on "Selling Employes on Breaking Production Records".

How to Listen

TO SHOW the public how to make the best use of radio listening time the Committee on National Morale will issue a 10-cent booklet Nov. 1 titled *How to Listen to the Radio*. Co-authors are Dr. Louis Berg, psychiatrist; Dr. Matthew N. Chappell, consultant to C. E. Hooper Inc., New York research firm; and Maurice Dreicer, radio commentator, currently heard on WBNX, New York. About 100,000 copies will be printed.

"KAISER TAKES 20,000 MEN FROM NEW YORK TO WORK IN PORTLAND (ORE.) SHIPYARDS"...

... that's headline news to the nation, but it's getting to be old stuff in Portland where they've been swarming in by the thousands for months and the payroll is already 5 MILLION DOLLARS A WEEK ABOVE NORMAL!

IF THERE EVER WAS A BOOM MARKET ..THIS IS IT!... *And all this extra business is velvet for you, Mr. Timebuyer . . because* **YOU'RE STILL BUYING AT PRE-BOOM RATES** *on this market's No. 1 station* . . .*

KOIN

CBS outlet for Oregon and Southern Washington

***If you have any doubt about the predominant public preference for KOIN in this area..consult any survey!**

FREE & PETERS, INC., *National Representatives*

Spartanburg Staff Revised by Brown

Shepherd Named WORD Head; Kirkpatrick Directs WSPA

EXECUTIVE appointments on both WSPA and WORD, Spartanburg, effected with the removal of the stations to new headquarters in Spartanburg Radio Center, were announced last week by Walter J. Brown, vice-president and general manager of Spartanburg Advertising Co.

Mr. Shepherd

G. O. Shepherd, of Asheville, veteran broadcaster, was named manager of WORD, BLUE Network outlet, in full charge of its operations. Promotion of J. W. Kirkpatrick, commercial manager of WSPA for the last two years, to station manager, also was announced by Mr. Brown. William J. Ratcliff, former manager of WORD, rejoined the staff of WSPA as night manager and director of special events. Robert A. Shaffer continues as assistant general manager of the Spartanburg Advertising Co.

Asheville Activity

Mr. Shepherd took over management of WWNC in Asheville in 1928 when it was operated by the Chamber of Commerce as an independent outlet. The station later was acquired by the *Asheville Citizen* and is now operated by the *Citizen-Times* and is a CBS outlet.

In 1934 Mr. Shepherd entered the advertising and publishing field, in which he has since been engaged. He has been a resident of Asheville since 1919, is a World War veteran and a former officer of Kiffin Rockwell Post No. 2, American Legion.

Mr. Kirkpatrick is a native of South Carolina and a graduate of Clemson. He first was engaged in the automobile business, later became associated with Purina Mills, and afterward became commercial manager of WFBC, Greenville, N. C.

Mr. Ratcliff has been connected with the Spartanburg stations since March, 1941, in several capacities. Before coming to Spartanburg he was program director of WIZE, Springfield, O.

Griffin in Florida

GRIFFIN MFG. Co. launches its annual Florida campaign for shoe polish Oct. 12, using transcribed announcements and live copy 12 times weekly on about five stations. This year advertising will be directed mainly at the large group of service men stationed in Florida, and will last for 52 weeks, instead of the usual limited seasonal period. Griffin is currently engaged in a campaign of transcribed announcements on news on 62 stations throughout the country. Agency is Bermingham, Castleman & Pierce, New York.

INSPECTING new 10,000-w. transmitting plant of KMPC, Beverly Hills, Cal., before the dedication ceremony recently are (l to r) B. H. Linden, chief of Los Angeles FCC office; L. C. Sigmon, KMPC chief engineer, and Dr. Lee De Forest, father of modern radio broadcasting. Entire first day of new transmitter was devoted to War Bond sales, with all commercials cancelled.

Program to Rebuild Broadcast Tubes Announced by RCA; Vance Given Post

ANNOUNCEMENT of a rebuilt tube program for broadcast stations, designed to alleviate the tube shortage to some degree, was made by RCA Mfg. Co., Camden, last week by L. W. Teegarden, manager of its Tube and Equipment Division.

Simultaneously, appointment of Harold F. Vance, former RCA broadcast engineering sales executive, as engineer in charge of power tubes for broadcast stations and industrial uses, was announced. Mr. Vance left RCA in 1940 to enter consulting engineering practice in Philadelphia. He returned last December to engage in Government sales activity and now has been assigned the power tube post.

Salvage Methods

RCA's announcement to the industry on rebuilt tube operations follows in full text:

During the past year, as material and facility limitations have lessened the availability of tubes for broadcast stations, we have devoted considerable study to ways and means of providing the tubes needed to keep this vital service in operation.

Particular emphasis has been given to the possibility of salvaging through rebuilding the larger types of tubes which use substantial quantities of critical materials.

We have, therefore, decided to offer the following plan:

1. Effective immediately, we will be glad to receive orders accompanied by Preference Rating Certificates for rebuilt tubes of the following RCA types: 207, 891, 891-R, 892, 892-R.

2. Acceptance of such orders is contingent upon your making available to us, at no charge, a defective RCA tube of the same type that is still in good mechanical condition. Since the yield of rebuilt tubes is considerably smaller than the number of old tubes consumed, we will welcome the return of any additional tubes of the types indicated.

3. The prices of the above types of rebuilt tubes will be 85% of the price of a new tube of same type.

4. We guarantee rebuilt tubes against defects in workmanship, materials and construction. In addition, adjustments on these rebuilt tubes will be on the basis of 85% of the adjustment that would be made on new tubes of the same type, i. e., rebuilt tubes will be adjusted on the basis of 850 hours or 10 months, whichever occurs first.

5. The charge for attaching radiators or credit for returned radiators will be the same as in the case of new tubes.

6. All orders must have WPB rating sufficient to use the critical materials required and to ship the rebuilt tube.

7. Rebuilding of tubes can be scheduled only as facilities are available that are not being used for new tube war production. For that reason, we cannot extend delivery promises or supply availability information.

8. All correspondence, inquiries, orders, etc., relative to the rebuilding of tubes, should be addressed to the attention of Mr. H. C. Vance, Tube and Equipment Division, RCA Mfg. Co., Camden, N. J.

9. No tubes should be returned for rebuilding prior to the receipt of specific shipping instructions.

10. Please order the minimum number of tubes that are essential to your station operation.

11. We reserve the right to cancel any orders or discontinue this plan at any time without notice. This policy is subject at all times to WPB regulations currently in force at time of shipment of the rebuilt tube.

NORTHERN PUMP CO. ON FULL NBC NET

NORTHERN PUMP Co., Minneapolis (institutional), an industrial firm engaged in war production, on Oct. 10 started sponsorship of a Saturday afternoon quarter-hour commentary series on NBC with Upton Close as commentator.

Program, broadcast on the full NBC network of 125 stations at 5:45-6 p.m., with a repeat for the Pacific Coast at 7:45, carries institutional messages aimed at war workers and stresses the need of greater and more efficient war production.

Sponsorship of Upton Close, who is also heard on 127 NBC stations for Shaeffer Pen Co., Sundays at 3:15-3:30 p.m. represents the first venture into radio by the Northern Pump Co. Contract for 13 weeks was placed through BBDO, Minneapolis.

NBC-Chicago Changes

THREE DIRECTORS have been appointed to the program staff of NBC-Chicago. Al Morey has been named a musical director, Wheeler Wadsworth, transcription director and Homer R. Heck, dramatic director. Mr. Morey, a former orchestra leader and producer of WHO, Des Moines, has recently returned from the coast where he was gagwriter for Edgar Bergen. He wrote the NBC *Uncle Walter's Doghouse* for three years. Mr. Wadsworth is former director of W51C, Chicago, and at one time was a member of Paul Whiteman's orchestra. Mr. Heck was former program director of WNAD, U of Oklahoma station at Norman.

Award Deferred

ORIGINALLY scheduled to close Oct. 1, the contest period for entries in the H. P. Davis National Announcers Award has been extended to Oct. 24, by decision of the judges. Reason for the extension is the difficulties experienced by NBC owned and affiliated stations in preparing recordings of their announcer entries. The Davis memorial, an annual contest, gives awards to four regional winner and one national winner, selected from staff announcers of NBC stations.

NBC War Programs

CONTINUING its steady increase in the amount of time devoted to promoting the nation's drive for greater industrial output and to maintain morale, NBC broadcast a total of 35 hours and 17 minutes relating to the war effort during the last half of August, as compared to 27 hours and 57 minutes in the first 15 days of the month.

Barry on Yankee Net

JOHN BARRY, Boston newspaperman and radio news commentator, begins his *Frontline Headlines* Oct. 12, news program, over WNAC, Boston. Running thrice-weekly, the program will be sponsored by the National Shawmut Bank of Boston.

CKLN, Nelson, B. C., has appointed Stovin & Wright, as exclusive representatives at Toronto, Montreal and Winnipeg.

"BEER AT ITS BEST" SALUTES RADIO AT ITS BEST

Schaefer adds extra period

And now in the beer field, one of the most competitive in New York, WEAF has proved itself a successful salesman. Yes, its barrage of high-ranking network programs is one of the reasons. But its specially-designed, well-produced local shows also help make WEAF New York's most popular station. Ask us for facts on these shows. One of them is probably designed to do just the job for you that the "Schaefer Revue" is doing for Schaefer. Could be. Call Spot Sales about it.

Val A. Schmitz, Advertising Director of the F & M Schaefer Brewing Co., congratulates S. D. Gregory, WEAF Manager, on the station's showing as he gives him the contract for another quarter-hour.

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

SCHMITZ: This is Schaefer's one hundredth year in business, and, let me add, one of the best in its history. Radio deserves a lot of credit for that sales rise, too.

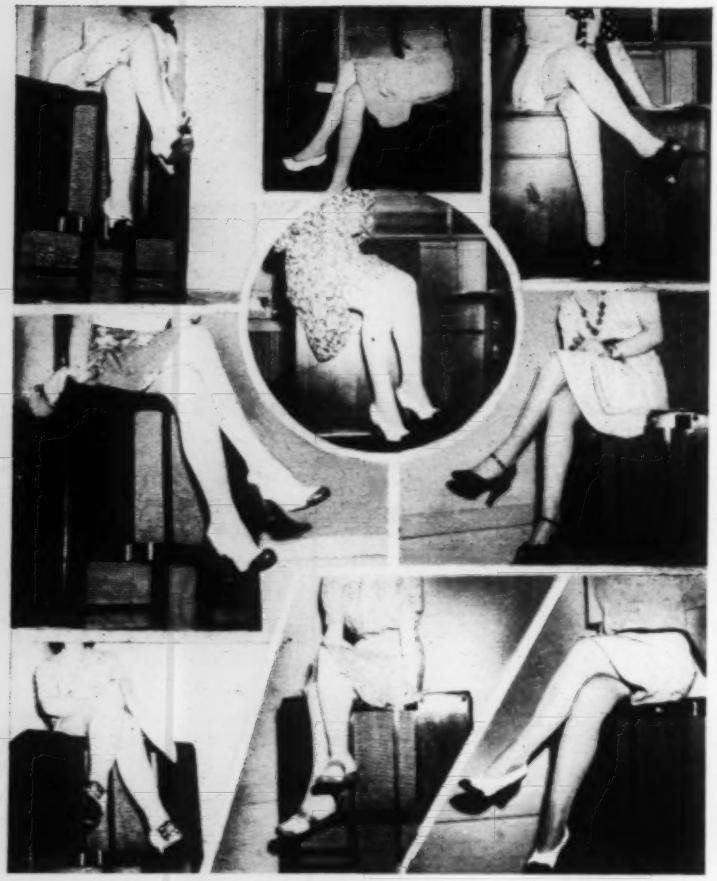
GREGORY: Those are really kind words, Mr. Schmitz. And we appreciate them, just as we appreciate the excellent programming job you and Batten, Barton, Durstine and Osborn are doing with your "Schaefer Revue" two nights a week. That helps WEAF too, you know.

SCHMITZ: Well, Schaefer is going out for even greater sales, so here's a contract for another quarter hour. That makes us a three-a-week advertiser - Mondays, Tuesdays & Wednesdays, 7:30 to 7:45 P.M.

GREGORY: That's backing up your faith in WEAF with real evidence. Many thanks, and I'm sure this extra period will give Schaefer sales that extra push.

WEAF TALKS SALES IN NEW YORK

50,000 WATTS · 660 KILOCYCLES · NBC NETWORK



GAMS THEY LEFT BEHIND were photographed by WGAR, Cleveland for the station's mimeographed newspaper specially prepared for the boys in the service. The legs belong to the secretarial staff of the station and the pictures were arranged to conceal the identity of the owners as a test to see whether the boys could identify them. It's all part of a contest and the winners will receive cartons of cigarettes.

Winchell and McCarthy Leading Hooper Ratings

THE Sept. 30 Hooper "First 15" national program ratings show Walter Winchell (who was fourth on the Sept. 15 list) up in first place with a rating of 22.1. Charlie McCarthy and Radio Theatre, both of which returned to the air in September after summer vacations, are second and third respectively, with 22.0 and 20.7, while the Aldrich Family is fourth with 20.2.

Others in the first 15 list, in order, are Frank Morgan, Fanny Brice, Mr. District Attorney, Kay Kyser, Rudy Vallee, Music Hall, Mayor of Our Town, Take It or Leave It, Truth or Consequences, Your Hit Parade, Kate Smith and How'm I Doin. Red Skelton, who returned to the air in September, leads the list of programs measured by partial rather than full "national" interviewing coverage, with a rating of 18.6.

Carolene in Midwest

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnot Milk Compound) has placed one-minute announcements six times a week on five stations, WDZ, Tuscola; WMBD, Peoria; WIND, Gary-Chicago; WCBS, Springfield, Ill; WSBT, South Bend, Ind. Agency is Henri, Hurst & McDonald, Chicago.

Radio Propaganda

COURSE in radio propaganda in wartime is given at the U of Michigan by Prof. Waldo Abbot. Lectures and extensive reading cover "radio as a psychological weapon, goodwill builder, and public relations medium; analysis of foreign shortwave and United States standard band broadcasts; censorship practices; dramatic, speech, and news propaganda programs." Current books and magazine articles, including several features from BROADCASTING, are in the reading recommended for background.

McGillvra's Charter

JOSEPH HERSHEY McGILLVRA, station representative, was incorporated last week in Albany to conduct radio business in New York, while stock in the firm was distributed among various members of the organization, heretofore personally owned by Mr. McGillvra. Capital stock is 200 shares, no par value.

Gregory in Veterans Club

SHERMAN GREGORY, manager of WEAF, New York, has been appointed a charter member of the Twenty Year Club, an organization for radio veterans headed by H. V. Kaltenborn, NBC commentator. Gregory started his own station, 9AVZ, Pierre, S. D., Oct. 1, 1919.

Well, You Will!

THIS actually happened, CKOC, Hamilton, Ont, reports:

The telephone at Liberty Women's Wear, Hamilton, rang at 9 o'clock on Wednesday morning, following the store's first presentation on the air from CKOC on Tuesday night at 8 o'clock, of the first episode of *You Can't Do Business with Hitler*. Said a deep, guttural, German-like voice at the other end of the line—"Are you the store that broadcast the program *You Can't Do Business with Hitler* last night?" Liberty answered, "Yes." The guttural voice returned, "Well, you will." And hung up!

WINS Granted 10 kw. As 50 kw. Transmitter Is Given Up to Aid War

IN AN UNPRECEDENTED action, the FCC last Tuesday granted WINS, New York, an extension of its construction permit for installation of a 50,000-watt transmitter until Nov. 3, 1944, in view of circumstances beyond its control, and at the same time granted the station a construction permit for fulltime operation.

The Hearst-owned station has surrendered its 50,000-watt transmitter to the Government for "urgent war needs", the FCC said.

In the light of these circumstances, the Commission gave WINS a construction permit to increase its power from 1,000 to 5,000 watts and change its hours of operation to unlimited time and install a new transmitter and directional for day and night use on the 1000 kc. channel. Simultaneously, it granted it a concurrent construction permit to increase power to 10,000 watts on the frequency and to install a new transmitter.

Will Begin at 5,000 Watts

Under these authorizations, the station first is expected to begin operation with 5,000 watts fulltime and afterward step up its power to 10,000 watts, as soon as the necessary additional equipment becomes available and is installed.

The virtually unprecedented action of the Commission in extending the WINS 50,000-watt construction permit for two years—the limit allowed under existing licensing procedure—was in recognition of its cooperation with the Government, it was learned. Even though the new 50,000-watt transmitter had been virtually installed, it registered no protest when the OWI Overseas Branch sought the transmitter for use abroad. The station, by the action, is assured of reinstatement of the authorization to use the maximum power of 50,000 watts as soon as the war emergency is over and equipment is available.

A NEW TRANSMITTER, operating on a frequency of 9.415 mc., 9:30 p.m.-12:45 a.m., (EWT) was inaugurated by BBC Oct. 4, for its North American Service.

WWVA and KVOO Given FCC Grants

Fulltime Operation Slated For Both, Using 50 kw.

PAVING the way for prompt fulltime operation with the maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, the FCC last Tuesday granted both stations modification of construction permits which took into account the critical materials situation.

WWVA already is set for 50,000-watt operation fulltime on the 1170 kc. channel while KVOO has only to make adjustments in equipment and supply proof of performance. The Tulsa station has been operating with 50,000 watts day and 25,000 watts night pending these adjustments.

Changes Provided

The FCC engineering department authorized slight variations from the original patterns of the two stations for 50-kw. operation in view of the critical materials situation. KVOO was granted modification of its construction permit for changes in its directional antenna and a 60-day extension of commencement and completion dates. The grant was made contingent "upon the installation of an antenna system when conditions make it feasible, which will provide proper protection to WWVA and will also produce the required effective field set forth in the standards."

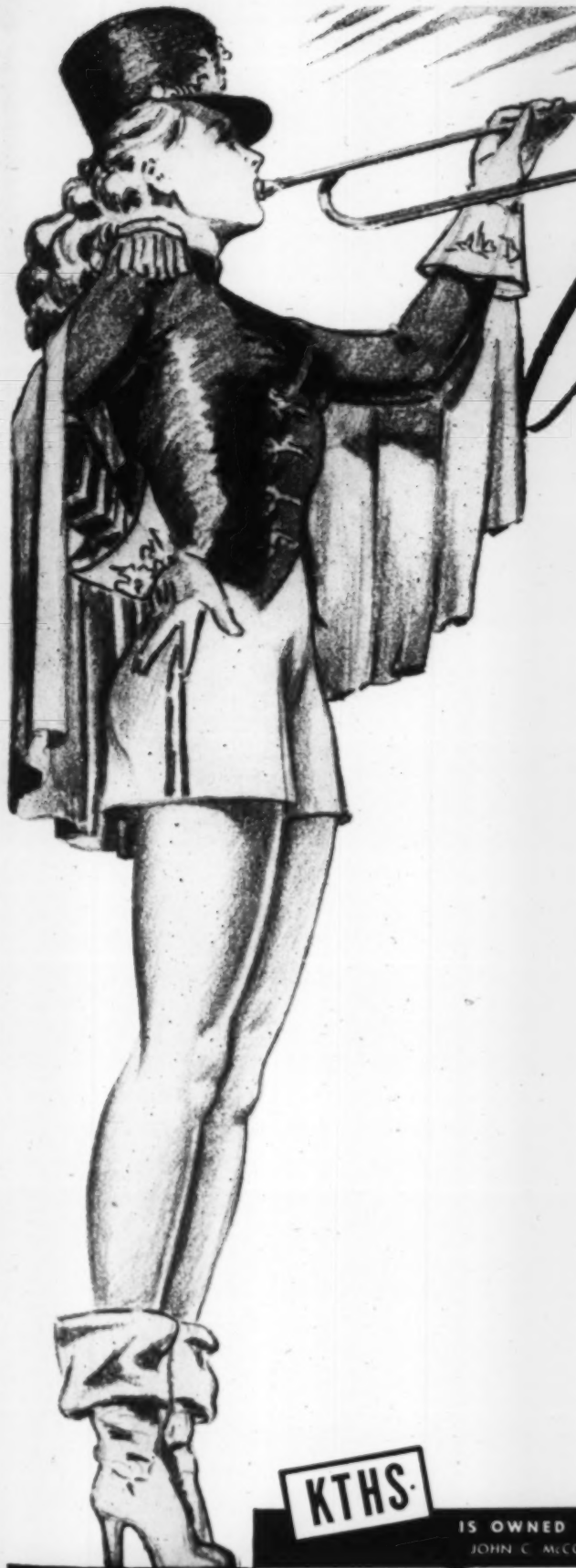
In granting WWVA its modification, which in effect permitted it to begin regular operation with 50,000 watts immediately, the Commission said it authorized changes in its directional antenna for night use "contingent upon WWVA taking whatever measures are necessary to afford complete protection to KVOO when materials and engineers again become readily available."

Officers Elected

NEW DIRECTORS were elected at the recent meetings of the Western Association of Broadcasters at Vancouver. They are M. V. Chesnut, CJVI, Victoria, B. C.; Cecil Berry, CFGP, Grande Prairie, Alta.; Carson Buchanan, CHAB, Moose Jaw, Sask.; Roy Wright, CFAR, Flin Flon, Man. Elected as representatives of the WAB on the Board of the Canadian Association of Broadcasters for 1943 were G. R. A. Rice, CFRN, Edmonton, Alta.; H. R. Carson, CFAC, Calgary, Alta.; A. A. Murphy, CFQC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver.

CBS Servicemen

CBS had 289 men in the armed forces as of Oct. 2, of whom 160 were from WABC, New York. A breakdown of the figure according to CBS owned and operated stations shows KNX, with 39; WJSV, with 19; WBBM, with 17; KMOX and WCCO, with 16 each; WEEI, 15, and WBT, 7.



Announcing

* New Ownership
* Improved Facilities
of Radio Station

KTHS
Hot Springs, Arkansas

● KTHS, only clear channel station in Arkansas, is now owned and operated by Radio Broadcasting, Inc., with John C. McCormack as president and Kenneth K. Kellam, manager.

Technical improvements have been made to increase coverage and provide better quality of transmission. Programming has been improved and a well balanced local schedule, combined with the outstanding programs of the Blue Network, makes KTHS the ideal medium to reach Arkansas' largest rural audience plus the half million people who annually visit Hot Springs.

Ask Branham Company for details

KTHS

IS OWNED AND OPERATED BY RADIO BROADCASTING, INC.
JOHN C. McCORMACK *President* KENNETH K. KELLAM *Manager*

ONLY BLUE NETWORK OUTLET IN ARKANSAS	1090 Kc. 10,000 Watts Day 1,000 Watts Night	ARKANSAS' ONLY CLEAR CHANNEL STATION	SERVING 171,000 RADIO FAMILIES	COMPLETE NEWS SERVICE

ASCAP Meeting Is Slated Oct. 29

Royalties for Third Quarter Not Up to 1940 Figure

GENERAL meeting of ASCAP members will be held in New York Oct. 29, it was announced last week. Board meeting for the month will probably be shoved up a week, to the 22d, to permit the board to consider resolutions submitted by members for the meeting.

ASCAP royalties for the third quarter of 1942, while not finally determined last week, were expected to exceed $1,000,000 although not to equal the total of $1,118,000 distributed in the like quarter of 1940, highest third quarter in the Society's history.

Radio Income Down

Although income from radio is considerably lower this year than in 1940, due to the reduced terms of the new contracts with broadcasters, revenue from other sources, such as hotels, ballrooms and restaurants, has been the highest ever achieved by the Society, bringing the total for the three-month period not far below the record.

The board rejected the application of Martin Block, conductor of the *Make Believe Ballroom* broadcasts on WNEW, New York, for a publisher membership in the Society. Board upheld the finding of the membership committee that Block did not fulfill the requirements of ASCAP for membership as a publisher.

Gross, Joins Petry

IRVIN GROSS, associated with WFAA, Dallas, for eight years and for the past two years commercial manager of WFAA-WPAB, Dallas-Fort Worth and KGKO, Fort Worth, has been appointed sales promotion manager of the Chicago office of Edward Petry & Co., station representatives. Buell Herman, formerly of the Katz Co., Chicago, and before that with NBC spot sales, Chicago, joined the Chicago sales staff of the Petry organization last month.

Mr. Gross

WEAF Spot Accounts

RAY NELSON has resumed his ad-lib stories on WEAF, New York, with the return of *Spice of Life* Oct. 5, sponsored by Beaumont Labs., St. Louis, for Four-Way Cold Tablets on a five-weekly basis. Maryland Pharmaceutical Co., Baltimore, at the same time started five-weekly participations on a new program *Melodies at Midday*, with Ray Nelson as m.c. in the 12:20-12:45 p.m. period immediately following *Spice of Life*. H. W. Kastor & Sons, Chicago, handles the Beaumont account, and Joseph Katz Co., Baltimore, is agency for Maryland Pharmaceutical (Rem, Rel).

WINDOWED JOY now belongs to Claude Barrere, director of NBC's syndicated program sales. Located in the midst of recording studies in Radio City, his office had been built without windows. To overcome this feeling of repression, he decided to erect a window frame in his office and his wife agreed to fashion appropriate curtains. When this was complete the window still lacked a view. An artist friend provided the mountain scene. At night he also adjusts his blackout shade to conform with civilian defense regulations.

SETTLING TO THE TASK

Radio Provides Leadership and Facilities For All Local Patriotic Activities

RADIO'S role in the war effort involves all-out support of every community patriotic project, recent reports from stations in every part of the country disclose.

Program directors and promotion managers, aware that the morale and "selling" job will be a major industry activity for the duration, are placing patriotic projects on an organized rather than a "stunt" basis. From everywhere, too, comes evidence that radio is placing its facilities unstintingly behind projects of other media and organized groups.

During the recent newspaper salvage campaign, local stations joined with newspapers to get out the scrap. Typical was WDRC, Hartford, which transcribed interviews with editors of daily papers, publicized the scrap drive on local shows, added tag-lines to announcements calling attention to the importance of scrap, and held "live" interviews with collection officials.

Daily broadcasts were originated at the local scrap salvage depot by WCMI, Ashland, Ky., while WTAD, Quincy, Ill., has opened a drive on its own, to bring in old landmarks, such as iron fences, statutes and fountains still in use for conversion into scrap.

Working With Press

KSTP, St. Paul, worked directly with the local press, with Kenneth Hance, station vice-president and assistant general manager, as radio chairman of the scrap drive. The station had daily five-minute musical programs, featuring a scrap jingle contest, in addition to plugs on newscasts, news stories and spot announcements. KSTP was careful to credit individual newspapers for ideas they contributed. Similar cooperation was provided by WROK, Rockland, Ill., which worked closely with two local dailies.

On their own, NBC and BLUE stations in New York State held a special program to enlist two million school children in the scrap campaign, with Gov. Herbert H. Lehman and Dr. George D. Stoddard, State Commissioner of Education, as speakers.

CBS tried an intensive War Bonds sale drive with Kate Smith devoting an entire day to sales via radio. The singing star put in 20 hours straight from 6 a. m. Oct. 6 to 2 a. m. Oct. 7, broadcasting 28 appeals, and answering personally all phone calls for bonds. Charles Laughton did a similar stint on WEAF, New York, two weeks previously.

At WEAF, now, audiences at studio broadcasts are urged to buy bonds. Though sales are on a voluntary basis, after a show the stars rush outside to special booths to meet prospective buyers.

St. Louis Uses Baseball

St. Louis stations helped Uncle Sam cash in on baseball madness that swept the community at World Series time. KMOX auctioned two world series opening day tickets for $1200, and KWK auctioned 21 baseballs used by Mort Cooper, outstanding Cardinal pitcher, in his string of victories.

Success of the motion picture industries' "Salute to Heroes Month" was assured, in many cities through radio participation. At a special showing of *Wake Island*, Jack Mitchell of KTSA, San Antonio, sold $157,000 in bonds. At Oakland, KPO, San Francisco, broadcast a $500,000 Victory Luncheon, with NBC and station officials as guests of honor.

Staff members of WTBO, Cumberland, Md., participated in a similar Victory Breakfast in honor of Paulette Goddard. The entire event, and ensuing Bond Rally, was broadcast. WRBL, Columbus, Ga., supplied talent and broadcasting facilities to help put over the local Bond Night showing of *Wake Island*.

Other Promotions

Other promotions in conjunction with motion picture people include: A broadcast by all Detroit stations of *Victory Bond Auction* at Masonic Temple, featuring Joe E. Brown; Sound movie trailers pushing bond sales, made by KLZ, and distributed to Denver theaters; Broadcasts by KVOO, Tulsa, and KVOR, Colorado Springs, of the Bing Crosby USO unit.

Original radio sales ideas uncovered this week include these headliners: privilege of shooting a gun at a drawing of Adolf Hitler, offered by WOV, New York, to bond buyers; weekly program, *Wings Over Carolina*, half-hour dramatic sales show on WOLS, Florence, S. C., using talent from nearby Army Camps; half hour variety program *Strike Up The Bonds* on WFAA, Dallas; series of 21 weekly broadcasts by the Detroit Symphony orchestra on WWJ, and a daily ad-lib interview program from the bond booth of WIRE, Indianapolis, in a lobby of the city's leading hotel.

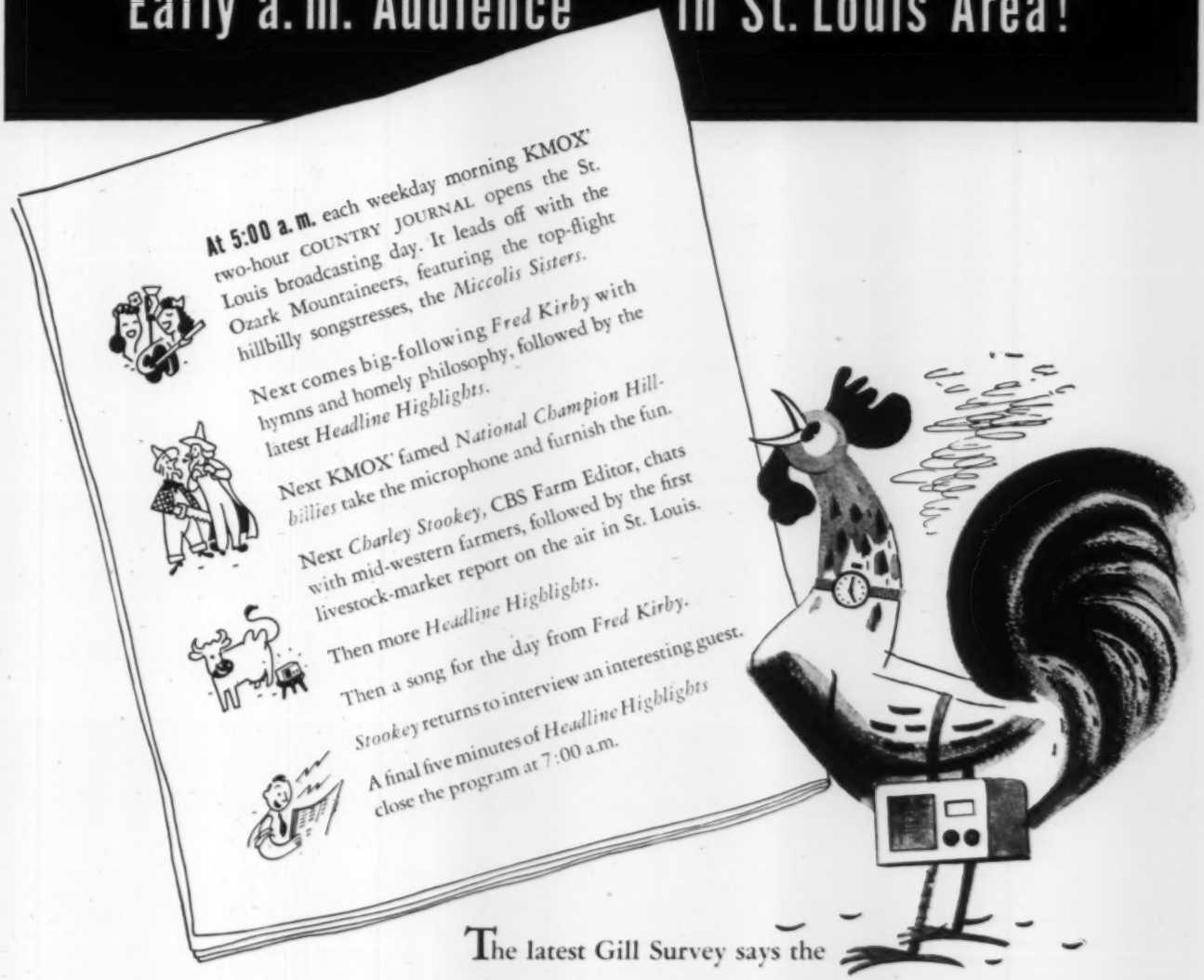
Two new Bond programs on WNOX, Knoxville, are a five weekly transcribed musical half hour, *Bands and Bonds Parade* and a fifteen minute five weekly variety *The Bondsman*, featuring the station orchestra. WQAM, Miami, sends its ace commercial men to local service clubs to sell bonds. KSD, St. Louis, has opened a bond booth, with local clubs and organizations manning it.

WCCO, Minneapolis, sells bonds to members of the studio audience on its 15-minute *Any Bonds Today* daily variety show, with civic groups as guests of honor at each program. Bond buyers are introduced on the stage of a local theater during the presentation of WSB, Atlanta's weekly *Saturday Night WSB Barn Dance*. KSO, Des Moines, is appealing to the youthful audience with bond auctions offering gifts from the Lone Ranger, Superman and other comic characters. WFIL, Philadelphia, had a five-day campaign to raise $100,000.

Success of some local campaigns is evidenced by reports that WLAC, Nashville, has raised $767,000 in four weeks at its centrally located *Bond Site;* KDKA, Pittsburgh, raised $211,000 from eight *Bondwagon* performances; WPAT, Paterson, passed its September quota of $500,000; Jim Cooper, newscaster of WBNS, Columbus, alone has sold $330,500 worth, and WSBT, South Bend, reports that Franklin D. Schurz, station manager, and chairman of the county War Savings Special Events committee, has doubled the local quota for last month, raising $2,923,454 when only $1,226,700 was asked.

XUM

Sunrise "Country Journal" Delivers Largest Early a.m. Audience in St. Louis Area!


At 5:00 a.m. each weekday morning KMOX' two-hour COUNTRY JOURNAL opens the St. Louis broadcasting day. It leads off with the Ozark Mountaineers, featuring the top-flight hillbilly songstresses, the *Miccolis Sisters.*
Next comes big-following *Fred Kirby* with hymns and homely philosophy, followed by the latest *Headline Highlights.*
Next KMOX' famed *National Champion Hill-billies* take the microphone and furnish the fun.
Next *Charley Stookey*, CBS Farm Editor, chats with mid-western farmers, followed by the first livestock-market report on the air in St. Louis.
Then more *Headline Highlights.*
Then a song for the day from *Fred Kirby.*
Stookey returns to interview an interesting guest.
A final five minutes of *Headline Highlights* close the program at 7:00 a.m.

The latest Gill Survey says the **KMOX COUNTRY JOURNAL attracts more early morning listeners, both inside and outside St. Louis, than all other St. Louis stations combined.**

Twenty-three advertisers, since the first of the year, have made use of this fact to sell bread, soap, shoe polish, furniture, clothing, feed, resorts, drugs and jewelry.

Early Birds interested in converting pennies of advertising cost into dollars of sales will write (or wire) KMOX (or their nearest Radio Sales office) for availabilities of announcements, or five or fifteen minute program strips on the COUNTRY JOURNAL.

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS
Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Los Angeles, San Francisco, Charlotte.

RECORDS BY THE BUSHEL

Broadcasters Respond to Major Adam's Appeal
—For Programs for Kodiak's 10-Watter—

BROADCASTERS have responded generously to the appeal of Maj. W. H. Adams (formerly with KSFO, San Francisco) and the little ten-watter in Kodiak, Alaska, that serves our soldiers on the northern front is well stocked with program material for the approaching winter, according to a letter forwarded by Howard Lane, CBS station relations in Chicago.

Referring to an article in BROADCASTING, July 20, appealing for programs, Major Adams wrote, "Literally bushels of records and transcriptions have been coming in, and are welcome."

"Our little station sounds like a cross between NBC, BLUE, MBS, OWI and a smattering of CBS,—to say nothing of all the local outfits that responded, too. And it's a great thing for those boys up here. This powerful little ten-watter is about all they can get, you know."

Community Project

KODK, Major Adams explained in his earlier letter, is a community project, paid for by passing the hat among the soldiers, carpenters, fishermen, store keepers and bankers of the town. Since there are no commercial shows available, it operates on the pass the hat method, too.

The station operates 6 a.m. until 11 p.m., and is staffed by five announcers and engineers, all broadcasters from back home. Its plant so far has cost $3,500. It has a building, and can pick up remotes from the town hall and chapel.

Though some local talent is available, shortage of funds, and complete isolation sharpened the need for professional programs. Atmospheric conditions shut out all other stations, and the soldiers and civilians at Kodiak listen almost 100% to KDOK through the long winter nights. They feel so strongly on the subject, that the station has never gone short when it passed the hat.

In his appeal for local and "big name" shows from down here, Major Adams wrote, "Leave the commercials in, if you like. We don't mind. Perhaps your sponsors would like to know about it and feel they are contributing something to their boys away from home."

Writers of War Books Interviewed on Program

FIRST radio project of the radio committee of the Council on Books in Wartime, got under way last week with launching of a weekly series on WQXR, New York, titled *Books Are Bullets* and conducted by Bennett Cerf, publisher.

The programs present interviews with writers of current war books, bearing out the announced aim of the committee to promote books which explain the war or aid the war effort via radio [BROADCASTING, Aug. 31].

The Council has arranged for the inclusion of eight to ten-minute dramatizations of war books, in the regular *Treasury Star Parade* series, a part of the Oct. 20 release of the series. Adaptations of *The Raft*, by Robert Trumbull, and *See Here, Private Hargrove*, will follow. Selections will be chosen to demonstrate the need for buying war bonds, in keeping with the purpose of the Treasury Star series, aired on approximately 800 stations throughout the country.

KELD Joins Blue

KELD, El Dorado, Ark., on Oct. 1 joined the BLUE network as a bonus outlet to the network's South-Central group, bringing the network's total number of affiliates to 140. Owned by Radio Enterprises, KELD operates on 1400 kc, 250 watts, fulltime.

SERIES TRANSCRIBED

Gillette Sends Discs of Games
—To Armed Forces—

FOR THE entertainment of armed forces overseas, Gillette Safety Razor Co., Boston, sponsor of the World Series games on MBS, is sending by mail to camps all over the world some 500 sets of 12-inch records containing the full broadcasts of the five Series games.

Recorded by World Broadcasting Co., the discs can be played at camps having playback equipment, giving soldiers, sailors and marines an opportunity to hear the complete games if they were unable to hear them during the actual broadcast via shortwave. Agency in charge is Maxon Inc., New York.

CHIC CALIBRATOR is Billie Brooker, an Iowa State graduate, who is here operating a General Electric transmitter at one of the company's war plants. Wartime conditions produced the need for a training course for women graduate engineers. Now test girls will replace test men on much of the work and in other cases they lend highly skilled assistance to engineers in the labs and factories. There are currently 38 girls involved and the group will grow from women college graduates throughout the country.

John C. Roberts Given Naval Air Commission

JOHN C. ROBERTS, general manager of KXOK, St. Louis, has been commissioned a lieutenant commander in the Navy Air Corps and reports for duty next month. During World War I, Com. Roberts was a Naval flying officer stationed at Panama.

Com. Roberts

Com. Roberts, brother of Elzey Roberts, president and publisher of the *St. Louis Star-Times*, which operates KXOK and KFRU, Columbia, was a real estate and development executive in St. Louis before he joined the *Star-Times* radio operations in 1937. Initially, he became vice-president of KFRU and subsequently KXOK Executive Director.

MOST SUCCESSFUL YEAR since organization of the Oklahoma Network was completed recently with business meeting and election of officers. Robert D. Enoch, manager of KTOK, Oklahoma City, and Managing Director of the Network, was elected president, replacing Joe Lee of KFGG, Shawnee. Attending the meeting, seated, l to r, are: Weldon Stamps, KADA, Ada; Hugh Feltis, BLUE Network station relations representative; H. V. Hough, WBAP, Fort Worth; George Abernathy, attorney, and Joseph W. Lee, KFGG, Shawnee. Standing, Mr. Enoch; Albert Riesen, KVSO, Ardmore; Hillis Bell, KVSO; Milt Garber, KCRC, Enid, and Jimmy Berry, KBIX, Muskogee.

LUCKIES PONDERING NEW CBS PROGRAM

HEDDA HOPPER, Hollywood columnist and commentator, sponsored thrice-weekly under title of *Hedda Hopper's Hollywood* by California Fruit Growers Exchange, Los Angeles (Sunkist oranges, lemons), on 46 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EWT), ends that three-year association with the broadcast of Oct. 28.

Present contract with the citrus cooperative association calls for her exclusive services. It is understood the firm will replace her starting Nov. 2 with a thrice-weekly quarter-hour comedy-drama titled *Today With the Duncans*, utilizing same network time and station list. Written by Fred Runyon, the series was recently tested successfully on midwestern stations.

It is reliably reported that American Tobacco Co. (Lucky Strike cigarettes), has signed Miss Hopper for a featured spot in a new CBS program scheduled to get under way shortly. Under working title of *CBS Looks at Hollywood*, several proposed programs with various m.c.s and cast were recently auditioned in Hollywood for consideration by George Washington Hill, president of the tobacco concern. Miss Hopper, billed as Luckies Leading Lady, and doing a Hollywood chatter spot with a pick of the Picture Week, was featured in each audition.

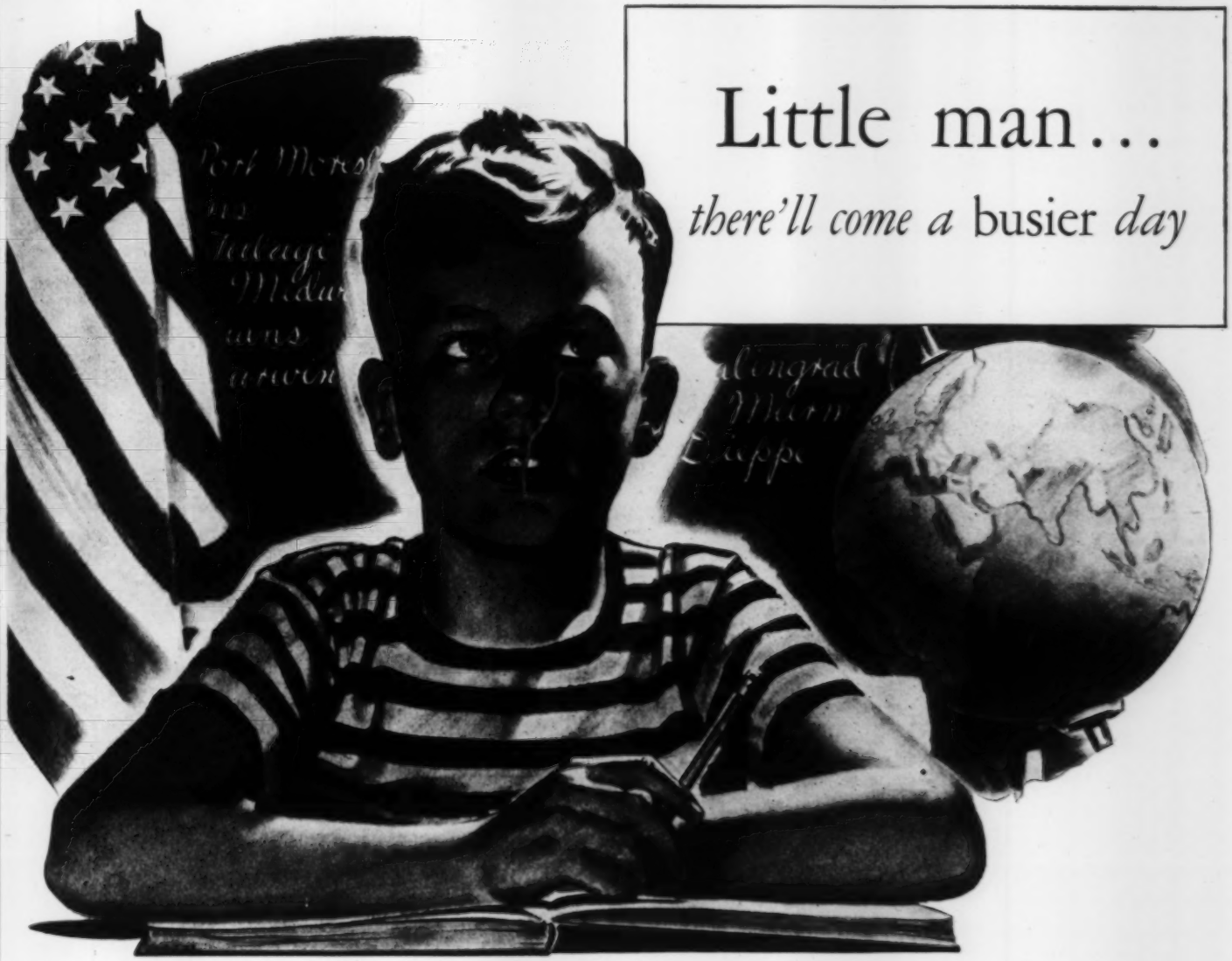
Besides rating and previewing motion pictures, program will otherwise reflect the Hollywood scene in histrionics, music and chatter. William S. Paley, CBS president, suggested the original program idea, which was later taken up by Mr. Hill, who incorporated his California Fruit Growers Exchange and American Tobacco Co. are both serviced by Lord & Thomas.

So. Cal. Committee

TO HANDLE all wartime and defense activities of the Southern California Broadcasters Assn., Lawrence W. McDowell, newly-elected president, has appointed his executive committee for the ensuing year. Van C. Newkirk, director of program operations of Don Lee Broadcasting System, was made chairman, with balance of the committee including Donald W. Thornburgh, CBS West Coast vice-president; John W. Swallow, NBC western division program manager, and Kenneth Tinkham, manager of KMTR, Hollywood. Richard F. Connor is radio coordinator of the SCBA. Mr. McDowell is commercial manager of KFOX, Long Beach.

Samuels to Atlantic

HARTLEY L. SAMUELS, assistant to the director of program promotion of CBS, last week joined the Atlantic Coast Network as director of promotion and public relations, according to General Manager Edward Codel. Coming to the CBS personnel department in February, 1939, Samuels joined the network's sales promotion staff a year later, becoming assistant in program promotion in January, 1940.



Little man...

there'll come a busier *day*

Some fine day, lad, the booming of the big guns will be stopped . . . the chilling screech of falling bombs silenced. *Forever*, we hope.

Then will come *your* day. Not an easy one, either. It's going to be up to you to keep the wheels of business and industry turning. You'll have to create, buy, sell things never dreamed of before. You'll have to live in and *run* a brand-new world. It will take more than willing hands and big muscles . . . lots more "above the ears" than most folks ever needed. That's why, right now, it's time to keep your eye on the blackboard and your ear on the schoolroom radio.

Yes, American Radio is helping make you ready for the future, too. In Michigan, for example, more than fifty educational programs, specially produced by Radio Station WJR, are picked up every month for classroom listening. It's being done for you, lad . . . to fit you for that *busier* day.

RADIO IN SERVICE OF HOME AND NATION

WJR
THE GOODWILL STATION
Detroit

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

New Section to Handle Broadcast News Is Created at OWI Under Arthur Force

TO EFFECT more complete news coverage for radio stations and networks the Office of War Information has named Arthur Force, former night news editor of NBC as editor of the radio news section of the OWI news bureau. Practically, the new unit will serve as liaison for stations, radio press associations and news commentators.

Mr. Force

Until now there has been no mechanism within the structure of the OWI to care particularly for radio's news needs. Through the new unit radio press associations will be kept informed of stories as they are about to break and any special requests for information will be serviced. Networks, stations and commentators will be aided in the same way through the main office of OWI in Washington as well as through the various field offices throughout the country.

Specialized Programs

It is also planned to feed specialized programs such as women's features with local angles and general background. Much of the information will likely be cleared through field offices however, through teletype connections linking the regional offices with Washington headquarters. At present there are no personnel in field offices designated to handle radio news queries and part of the overall program calls for the designation of such people in each branch office to facilitate news coverage for the nation's stations.

Unlike the radio bureau of OWI which deals with campaigns and Government messages, the new unit is concerned only with straight news. In stories with local angles as part of a national story, an attempt will be made to obtain each local angle for distribution through field operations.

Mr. Force spent the past two years with NBC as night news editor before joining OWI. Previously he had been with the *New York World Telegram*, and other papers in Detroit, Toledo and Newark.

The list of regional and field offices, with directors, follows:

ATLANTA (Ga., Fla., Ala., Tenn., Miss.)—Marvin Cox, 1722 Candler Bldg., Tel.: Walnut 4121; Birmingham, Irving H. Bieman, 301 Phoenix Bldg., Tel.: 4-7761; Jacksonville, William Bennett, 522 Lynch Bldg., Tel.: 5-4012, Ext. 28; Memphis, Ewing Johnson, 2017 Sterick Bldg., Tel.: 5-7421, Ext. 17, evening: 5-7425; Montgomery, James Shipley, 813 Bell Bldg.; Nashville, Jack Bondurant, 909 Stahlman Bldg., Tel.: 5-5592.

BOSTON (Me., N. H., Vt., Conn., R. I., Mass.)—E. Bigelow Thompson, 17 Court Street, Tel.: Lafayette 7500, Ext. 204-205, evening: Lafayette 7502; Hartford, Wendell A. Teague, 119 Ann Street, Tel.: 7-2641, evening: 7-0301; Montpelier, Harold Bergman, Pavilion Hotel, Tel.: 1700, evening: 87.

CHICAGO (Ill., Wis., Mich., Ia., Ind.)—Paul Jordan, William F. Sullivan (Asst.), 2600 Civic Opera Bldg., Tel.: Andover 3600, Ext. 21-22, evening: Andover 3604; Detroit, James Hopkins, Robert La Blonde, 800 Blvd. Bldg., 7310 Woodward Ave., Tel.: Trinity 1-5500, Ext. 53; Indianapolis, Joseph Collier, 917 Circle Tower Bldg., Tel.: Market 8511, Ext. 18; Milwaukee, Geo. A. Mann, 7002 Plankinton Arcade, Tel.: Broadway 4440, evening: BR. 2688.

CLEVELAND (O., Ky., W. Va.)—Samuel Slotky, 472 Union Bank of Commerce Bldg., Tel.: Cherry 7913; Columbus, Ward Moore, 4th floor, Peters Bldg., 68 E. Gay St., Tel.: Main 7841, evening: Main 7846.

DALLAS (Tex., Okla., La.)—L. L. Sisk, 1102 Fidelity Bldg., Tel.: Riverside 5711, evening: Riverside 3526; Baton Rouge, Chas. R. F. Smith, OPA Information Officer, 406 Triad Bldg.; Fort Worth, Robert Wear, 630 Fort Worth Club Bldg., Tel.: 3-9551, Ext. 32; Houston, Maurice Gardner, 1011 Electric Bldg., Tel.: Capitol 7201; New Orleans, David McGuire, 1120 Canal Bldg., Tel.: Raymond 2312; Oklahoma City, Harrington Wimberly, 534 Key Bldg., Tel.: 7-1551.

DENVER (Colo., Wyo., N. Mex., Utah)—Eugene Cervi, 321 Kittredge Bldg., Tel.: Tabor 3173; Salt Lake City, Ottis Peterson, 308 David Keith Bldg., Tel.: 5-7531.

KANSAS CITY (Mo., Neb., Kan., Ark.)—Marvin McAlister, 300 Mutual Bldg., Tel.: Victor 7780; Little Rock, E. H. Thomas, Commercial Natl. Bk. Bldg., Tel.: 4-6473; Omaha, Lawrence May, 524 Grain Exchange Bldg., Tel.: Jackson 6466; St. Louis, Edward Thompson, 1101 Paul Brown Bldg., 818 Olive St., Tel.: Central 3200; Wichita, Pliny Castanien, York Rite Bldg., Tel.: 5-8661, Exch. 11.

MINNEAPOLIS (Minn., N. Dak., S. Dak.)—Dowsley Clark, 230 Midland Bk. Bldg., Tel.: Main 3244, Nestor, 4518, evening: 5032.

NEW YORK (N. Y., N. J.)—Clifton Read, 703 Chanin Bldg., 122 E. 42 St., Tel.: Murray Hill 3-6805, evening: Murray Hill 3-6828; Prince Carlisle, OPA Information Officer, Empire State Bldg., 350 Fifth Ave., Tel.: Chickering 4-8900; Alex Ross, State OPA Office, 535 Fifth Ave.; Buffalo, Harry S. Mullany, 1502 Rand Bldg., Tel.: Madison 3160, evening: Madison 4366; Newark, James J. Kennedy, Globe Indemnity Bldg., 20 Washington Pl., Tel.: Market 2-0700.

PHILADELPHIA (Pa., Del., Md.)—Howard Browning, 744 Penn. R. R. Suburban Bldg., Tel.: Locust 3416; Baltimore, Yale Merrill, 1528 Baltimore Trust Bldg., Tel.: Plaza 8170; Pittsburgh, Harry Kodinsky, 507 Fulton Bldg., Tel.: Grant 2966.

RICHMOND (Va., N. C., S. C.)—William Bourne, 10 S. Fifth St., Tel.: 7-2331; Columbia, Stuart Rabb, 410 Liberty Life Bldg.; Raleigh, Harold Hayes, 110 Sir Walter Hotel, Tel.: 3-1903, 3-1901.

SAN FRANCISCO (Calif., Ida., Wash., Nev., Ore., Mont., Ariz.)—Dean Jennings, Western Merchandise Mart, 1335 Market St., Tel.: Klondike 2-2300; Los Angeles, Howard Freeman, 320 Western Pacific Bldg., 1031 So. Bway., Tel.: Richmond 0311, Richmond 1261; Portland, Ben Titus, 815 Bedell Bldg., Tel.: Atwater 7241; Seattle, Howard MacGowan, 440 Henry Bldg., Tel.: Elliott 9260.

SAVING TUBES
Booklet Suggests Methods Of Lengthening Life

ADVICE on how to prolong the life of radio transmitting tubes is offered in an eight-page booklet, available on request, recently published by the Radio, Television & Electronics Dept. of General Electric Co., Schenectady, N. Y.

Illustrated with cartoons, and containing concise statements on tube care, the booklet is designed to help owners of pure tungsten-filament tubes, mercury vapor tubes, and thoriated tungsten tubes.

RKO Film Promoted

RKO RADIO PICTURES, New York, tying in promotion for "Pride of the Yankees" with the World Series games, sponsored a special six-day campaign of spot announcements once daily on the four New York stations, WMCA, WOR, WNEW and WHN. The announcements gave the latest score of that day's game along with commercial urging listeners to see the moving picture. Agency is Donahue & Coe, New York.

James S. Vance

JAMES S. VANCE, 66, founder of WJSV, Washington, died Oct. 3 at his home in McLean, Va., where he has lived since his retirement from business a year ago. He founded the station in the early 20's and retained control of the operation until 1935 when it was sold to CBS. He also was the publisher of the *American Protestant* until his retirement. He is survived by his wife and a married daughter.

IT'S ALL EYES on Joseph De Luca, president of Nu-Ox Products Co., Long Island City, as he signs a 13-week contract with WWRL, New York, for the *Klenzol Talent Quest* weekly half-hour show. Program, featuring amateur talent, promotes the firm's contest to find the "Klenzol Poster Girl for 1943." Standing (l to r) behind Mr. De Luca, are: Bert Stanley, m. c. of the show; Georgette Wray, poster girl for 1941; Tom Delaney, WWRL salesman; Joan Curley, 1942 poster girl, and Edith Dick, WWRL assistant general manager.

SPONSORS SIGNED ON McCANN SERIES

McCANN LABORATORIES, New York, cooperative sponsor of *Pure Food Hour* on WOR, New York, for member food producers [BROADCASTING, Sept. 7], has six sponsors for the five-weekly morning program, which returned to the air Sept. 14.

Among those confining their radio advertising to participations in the series are: Hawaiian Pineapple Co., Ltd., San Francisco, for Dole Pineapple Products, through N. W. Ayer & Son, New York; and R. V. Delapenha & Co., New York, for marmalade, through Gotham Adv., New York.

Other sponsors are Dugan Bros. of New Jersey, Newark, bakers, placed through Charles Dallas Reach Co., Newark; Richmond-Chase Co., San Jose, Cal., for Heart's Delight Canned Ripe Peaches, handled by Wank & Wank, San Francisco; and P. J. Ritter & Co., Bridgeton, N. J., for Tobasco Catsup, through Clements Co., Philadelphia. Also Mother Hubbard Distributors, New York, for Mother Hubbard Wheat Germ. Account is handled by H. C. Morris & Co., New York.

Coast Book Hookup

DOUBLEDAY DORAN & Co., New York, using network radio for the first time, has signed for a weekly five-minute segment on BLUE's *Breakfast at Sardi's*, Friday, on 12 Pacific Coast stations for an indefinite period, following a test campaign of two participations. Firm is currently engaged in an extensive spot radio campaign for Book League of America, a subsidiary, offering two books available by mail order, in an effort to build up a list of subscribers [BROADCASTING, Oct. 5]. The network advertising is a phase of this campaign. Huber, Hoge & Sons, New York, handles the account.

Music Meet Dropped

NATIONAL Federation of Music Clubs has cancelled its biennial spring convention, and will substitute during National Music Week at that time a radio project to be known as *American Music Festival of the Air*. Although plans have not yet been settled, it is likely that network radio will be used. Music directors of the major networks, meeting with the Federation recently, offered cooperation to the fullest extent possible in carrying out the project.

Rhodes Advanced

RAY RHODES, for several years account executive of the NBC in San Francisco and more recently associated in that capacity with the BLUE Network, has been appointed sales manager of KGO, BLUE affiliate in the Golden Gate city. He assumes his new duties Nov. 1, succeeding Walter Davison, who resigned to engage in the radio work in New York.

KEN NILES, announcer of CBS Hollywood, is completing a trailer narration assignment as well as transcribed spot announcements for the 20th Century-Fox film, "Life Begins at 8:30".

JOHNNY TIMEBUYER
HERE I AM FOLKS— JOHNNY TIMEBUYER--JOHNNY-ON-THE-SPOT! IT'S A CINCH TO PICK OUT THE STATION BUY IN PORTLAND, OREGON - IT'S KEX — HERE'S WHY!
NO. 3 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN — THE TIME BUYER!
THE AREA KEX SERVES IS ONE OF THE MARKET "BRIGHT SPOTS" OF AMERICA. IT IS A REGION OF BASIC RESOURCES - NOW DEVOTED ALL OUT TO WAR PRODUCTION. THREE OF THE FAMED KAISER SHIPYARDS ARE LOCATED HERE!
THE WAR-INDUSTRY WORKERS IN THE KEX MARKET ARE HIGHLY PAID - AND THEY'RE EAGER TO BUY! FARMERS - LUMBERMEN, CATTLEMEN AND OTHERS HAVE THE HIGHEST SPENDABLE INCOME EVER.
ACTIVE AND AGGRESSIVE LOCAL PROMOTION KEEPS LISTENERS INTERESTED IN KEX - "THE VOICE OF THE OREGON COUNTRY"!
KEX TRA!
PROGRAM SCHEDULE
THIS FALL - KEX, AS THE ONLY BLUE NETWORK OUTLET IN THIS TERRITORY, IS CARRYING A TERRIFIC SCHEDULE OF TOP-NOTCH RADIO SHOWS - MORNING, AFTERNOON AN' EVENING!
IN SPOT-BUYING IT'S ESSENTIAL TO GET PROMPT ACTION ON AVAILABILITY INQUIRIES. KEX GIVES IT TO YOU - ALONG WITH A HELLUVA LOT OF COOPERATION EVERY STEP OF TH' WAY!
CHECK!
RUSH!
RUSH!
SALES EXECUTIVE
A.P.
IT'S A PLEASURE TO DO BUSINESS WITH KEX - EASY, TOO! JUST CONTACT THE NEAREST PAUL H. RAYMER OFFICE, OR WRITE OR WIRE DIRECT!
KEX "THE VOICE OF THE OREGON COUNTRY" PORTLAND, OREGON

Radio Maintenance Materials Under New Preference Rating

Still Better Classification May be Sought to Insure Acquisition of Material as Needed

IMPROVED preference ratings to permit the acquisition by radio stations of material necessary for maintenance and repair became a reality last Monday when the War Production Board issued P-133 to replace the former P-129 which expired Sept. 30. As reported in BROADCASTING, Oct. 5, 1942, the order also imposes rigid controls affecting inventories of spare parts, not only of radio stations but also of commercial sound-recording facilities.

The order provides a rating of A-1-j to obtain needed materials for maintenance and repair but it seems likely that the rating may have to be improved to insure the acquisition of materials when needed. At present WPB officials seem optimistic about their ability to obtain material with such a rating for they maintain that essential needs such as those of broadcasting serve as one of the prime basis in determining actual allocations.

This rating is not applicable to any request for aid unless the maintenance station seeking aid complies with nine conditions imposed by the order:

The rating may not be used to replace in inventory any spare spare tube for each active tube socket.

The rating may not be used to replace in inventory more than one part except those subject to frequent failure, deterioration, or other exhaustion and those which are so special that failure would inevitably result in long delay in resumption of essential operations.

The rating may not be used in any case to increase the value of an operator's inventory of repair parts, other than tubes, above the value of such inventory as of today.

The rating may not be used to replace in inventory a new part if the defective part can be repaired with a smaller consumption of raw material.

The tube which has been replaced from operator's inventory or for which replacement is required must be operated to failure.

The operator must return to the manufacturer any power tube rated at 25 watts or more which has failed, unless the tube is to be repaired.

Equipment which has failed must have been operated within the ratings specified by the manufacturer.

The rating must not be used to build up inventory of operating supplies other than tubes, in excess of requirements for a three-month period.

The operator must be actively engaged in one of the activities listed on Schedule A, attached to the order, or must receive specific authorization for his installation from the Director General for Operations of WPB.

Text of WPB Order P-133 which replaces P-129 follows:

(a) Definitions For the purpose of this Order:

(1) "Operator" means any individual, partnership, association, business trust, corporation, receiver or any form of enterprise whatsoever, whether incorporated or not, the United States, and the several states thereof, and any political, corporate, administrative or other division or agency thereof, to the extent engaged in any activity listed in Schedule A. hereof.

(2) "Material" means any commodity, equipment, accessory, assembly, or product of any kind.

(3) "Maintenance" means the upkeep of an operator's buildings, structures, and equipment in sound working condition; and this, without regard to whether the expenditures therefor are for any reason required to be recorded in the operator's accounting records in accounts other than maintenance and repair.

(4) "Repair" means the reconstruction or restoration without expansion, improvement or change of design of any portion of an operator's buildings, structures and equipment when such portion has been rendered unsafe or unfit for service by wear and tear or other similar causes, but not including reconstruction or restoration of any portion damaged or destroyed by fire, flood, tornado, earthquake, act of God or the public enemy; and this, without regard to whether the expenditures therefor are for any reason required to be recorded in the operator's accounting records in accounts other than maintenance and repair.

(5) "Operating Supplies" means any material which is essential to and consumed directly in the operation of any of the services specified in (a) (1) above but does not include recording discs, film, other recording media, fuel, office or building supplies, or equipment of any kind.

Rating Assignment

(b) *Assignment of Preference Rating.* Subject to the terms of this Order, Preference Rating of A-1-j is hereby assigned:

(1) To deliveries of material to an operator for operating supplies and for maintenance and repair.

(2) To deliveries to any supplier of material to be physically incorporated in other material required by an operator for operating supplies, maintenance or repair.

(c) *Persons Entitled to Apply Preference Rating.* The Preference Rating hereby assigned shall be applied where a preference rating is required to obtain material for maintenance, repair and operating supplies by:

(1) Any operator engaged in an activity in schedule A hereof and may be applied by

(2) Any supplier, provided deliveries to an operator or another supplier are to be made by him, which are of the kind specified in paragraph (b) and have been rated pursuant to this Order.

(d) *Applicability of Priorities Regulations.* This Order and all transactions affected thereby are subject to all applicable provisions of the Priorities Regulations of the War Production Board, as amended from time to time.

(e) *Restrictions on Inventory and Use.* The preference rating hereby assigned may be applied by any operator provided:

(1) Such rating is not used to replace in inventory more than one spare tube for each active tube socket.

(2) Such rating is not used to replace in inventory any spare parts except:

(i) Those subject to frequent failure, deterioration or other exhaustion.

(ii) Those which are so unique that failure would inevitably result in long delay in resumption of essential operations.

Other Provisions

(3) Such rating is not used in any case to increase the value of an operator's inventory of repair parts, other than tubes, above the value of such inventory on the date of this order.

(4) Such rating is not used to replace in inventory a new part if the defective part can be repaired with a smaller consumption of raw material.

(5) The tube which has been replaced from operator's inventory or for which replacement is required has been operated to failure.

(6) The operator has returned to the manufacturer any power tube rated at 25 watts or more which has failed, unless such tube is to be repaired.

(7) Equipment which has failed has been operated within the ratings specified by the manufacturer.

(8) Such rating is not used to build up inventory of operating supplies other than tubes, in excess of requirements for a three month period.

(9) Such operation was actively engaged in one of the activities listed on Schedule A, hereof, on the date of issuance of the Order, or has received specific authorization for his installation from the Director General for Operations of the War Production Board.

(f) *Application and Extension of Rating.* An operator or supplier, in order to apply the preference rating assigned by this Order, shall endorse the following statement on the purchase order or contract for such material signed manually or as provided in Priorities Regulation No. 7 (Section 944.27) by an official duly authorized for such purposes.

Certification

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

Name of Purchaser.

Address.

By

(Signature and title of Duly authorized Officer)

Date

(g) *Violations.* Any person who wilfully violates any provision of this Order, or who, in connection with this Order, wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of, or from processing or using material under priority control and may be deprived of priorities assistance.

Issued this 5th day of October, 1942.

Ernest Kanzler,
Director General for Operations

SCHEDULE A

1. Radio Communications, including broadcasting.
2. Sound Recording for Commercial Purposes.
3. Radio Direction Finding.

SCENE OF THE FIRST broadcast of WJZ, New York, Oct. 1, 1921, was this room in the Westinghouse factory, Newark. Pictured at a later date before the condenser microphone is Joe Watts (foreground), Westinghouse engineer, and one-time announcer, while Thomas J. Cowan, WJZ's first announcer and program supervisor, is seated at the piano. WJZ celebrated its 21st birthday Oct. 1, broadcasting "Annie Laurie" and "Say it With Music,"—the same tunes played on the phonograph depicted here—when the 500-watt station sent out its first signal.

Denver Hookup

BROADCAST loop has been installed between Lowry Field, Col., and the control room of the Rocky Mountain Radio Council, completing a wire connection between the post and the five Denver radio stations. Under the arrangement, programs originated at Lowry Field are relayed through the Radio Council to the station handling the show. First Production, *Pass in Review*, was presented on MBS through station KFEL.

TAKIN' A FLYER ON BET (Ky.)?

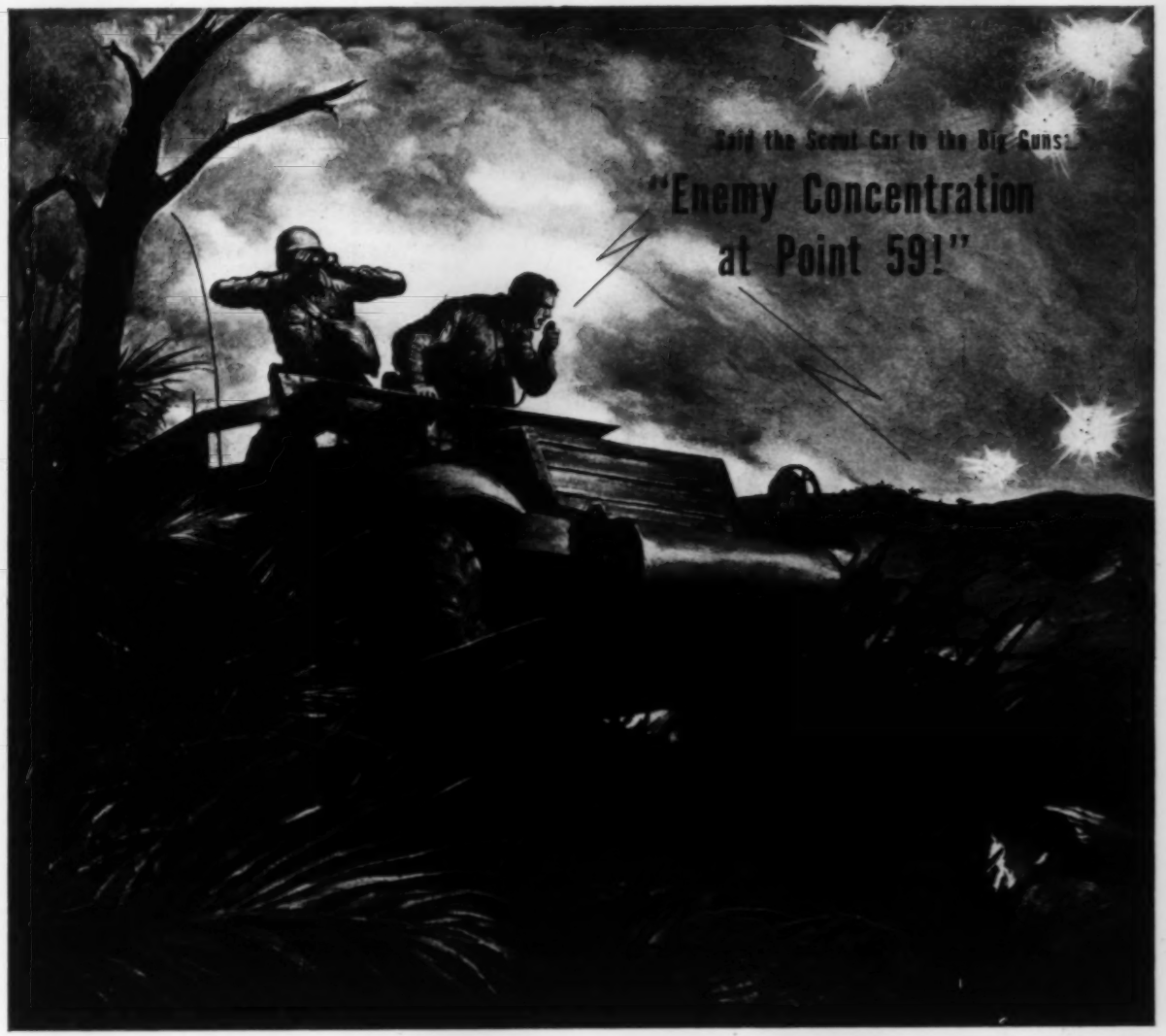
Bet (Ky.) is a sure-enough town—but as a market for merchandise it's certainly not a very good gamble. On the other hand, the Louisville Trading Area is a red-hot sure thing—has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . And here's another hot tip: WAVE completely covers this area for *far less* than the cost of any other medium! Ergo: for *results*, put your dough on Louisville and WAVE!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK



They work together better...
because they can talk together

In a war of movement
The scout car's job
Is to feel out the enemy
And report its information
Instantly to the main body.

So Uncle Sam's half-track scout cars
Are equipped
With modern radiotelephones
That flash the word to other units.

Teamwork like this
Is important
When minutes mean the difference
Between winning a battle
And disaster.

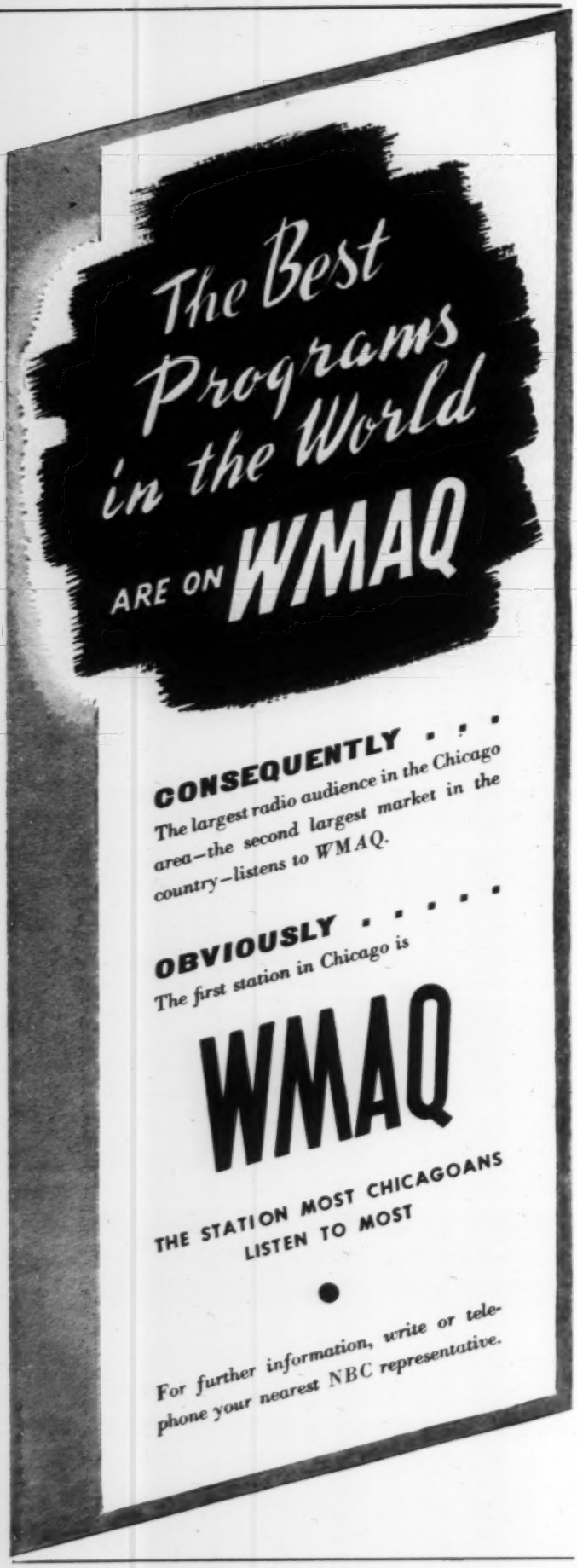
Modern communications equipment
Designed and manufactured
By I. T. & T. associate companies
Is helping Uncle Sam
Coordinate his fighting forces
On land, sea and in the air.

The broad peacetime experience
Of I. T. & T.
In the field of communications
Is proving its value in time of war.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION *67 Broad Street, New York, N.Y.*

IT&T

Associate Manufacturing Companies in the United States
International Telephone & Radio Manufacturing Corporation
Federal Telegraph Company


The Best Programs in the World ARE ON WMAQ
CONSEQUENTLY . . .
The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.
OBVIOUSLY . . . . .
The first station in Chicago is
WMAQ
THE STATION MOST CHICAGOANS LISTEN TO MOST
For further information, write or telephone your nearest NBC representative.

Purely PROGRAMS

FOR CHILD listeners, WMCA, New York, has two programs, including a news period and a novel comic show. *News for Young Americans*, an experiment in simplifying news for children of grade school age, is a resume of the week's news in which foreign names and customs are linked with familiar associations to aid in the understanding and retention of news. David Anderson, night news editor of WMCA, writes the scripts for the series, which may extend to a daily news summary if successful. Radio impersonations of famous characters in comic strips are presented on *Toy Town Tooters* with the aid of a variety of novelty instruments, played by Eddie Lewis and Lou Herrman. Both programs are heard on Saturday.

* * *

Wartime Economy for Women

TO INSTRUCT women in their wartime duties is the purpose of quarter-hour weekly program, *Army Post Office*, aired on KEX, Portland, Ore., with the cooperation of the Consumer Division of the Office of Price Administration. Jean Morrison of KEX artists staff reads a letter written by a war-widow to her husband overseas, telling what she has done around her home, new shopping habits, cleaning shortcuts, time-savers and other helpful suggestions to women. Parts of the letter are dramatized for listeners.

* * *

War Incidents

A NEW weekly Canadian Broadcasting Corp. network program, *Comrades in Arms*, dealing with the combined operations of Canada's navy, army, and air force. The opening episode on Oct. 2, gave Canadians a word picture of the Dieppe raid. The second dealt with the running fight of the Canadian destroyer Assiniboine and the German submarine which it sent to the bottom recently after capturing the crew. Subsequent programs will deal with a variety of war incidents and operations on land, at sea and in the air. Program is scripted by the radio public relations officers of the three services.

Psychiatry

PSYCHIATRY in its relation to the normal person is presented by leading medical specialists in a new series of the CBS *Highways to Health* programs, marking the first time in the 10-year history of the broadcasts, that the merits of psychiatry have been discussed. Emphasis is placed on the role of psychiatry in normal life, particularly in regard to national morale, selection of candidates for the armed forces, and other wartime phases of the science.

* * *

News for Youths

ANALYSIS of the day's war news for youngsters of school age is being provided by WCAU, Philadelphia, in a daily series of commentations handled by Catherine Clark. Titled, *Today's News For Children*, appeal is to youngsters from 12 years of age to those in the high school grades, giving the background and significance of the day's war headlines. The program is also offered as an adjunct to classroom work.

* * *

Marco Polo

ORIENTAL wonders are recounted on *The Travels of Marco Polo*, new quarter-hour Sunday program on KGW, Portland, Ore. With a background of organ music, Dick Rand, veteran actor and announcer, reads the familiar stories of the fabulous European traveler.

* * *

Spilling The Beans

JOSEPH F. DINNEEN, featured writer of the *Boston Globe* for the past 20 years, uses the title of his own daily column *Spilling the Beans* as the name of his five-weekly series of 15-minute commentaries on WORL, Boston. Program includes general news, war developments, and, from time to time, figures in the public eye as guests.

* * *

Successful Writers

FEATURING writers who have achieved success, the California Writers Club Round Table has started a series on KROW, Oakland, Cal.

NOW—
For COMPLETE Coverage in ALABAMA
it's
The ALABAMA TRIO
Alabama's vast spending power extends the length of the state and payrolls are at record figures. There's a better rate—*and better coverage*—on the ALABAMA TRIO. Save a full 10% when you use all three!
WSGN BIRMINGHAM
WSFA MONTGOMERY
WALA MOBILE
REPRESENTED BY HEADLEY REED CO.

STRICTLY AD LIB is the daily quarter-hour Navy recruiting program, *I Solemnly Swear*, on KFAC, Los Angeles. Conducted by Chief Specialist Van Des Autels, formerly announcer-producer of that station, program is remoted from the Navy recruiting headquarters in that city, with volunteers being interviewed and sworn in. Each broadcast also includes well known radio and film guest personalities. Talking it over during a recent broadcast are (l to r) Chief Specialist Des Autels; Petty Officer Bob Moon, formerly announcer of CBS, Hollywood, and Ted Myers, announcer of KFI-KECA, Los Angeles.

* * *

Scout Program

CORRESPONDENTS from 225 Boy Scout troops submit news for *Men of Tomorrow* weekly Boy Scout program on WCKY, Cincinnati. Program promotes civic and patriotic enterprises, is handled entirely by boys, with the average age of the company 13½. Script is by 20-year-old Jack Sharp, while 16-year-old Paul Westerfield is news editor.

* * *

Forum for Farmers

DESIGNED to interest 50,000 farmers in the Lake Superior area, 26 open forums for farmers are provided by a public series feature on WEBC, Chicago. With county farm agents, and cooperatives taking part, series considers such topics as inflation and the farmer, berry culture, farm economics, farm insurance, agricultural zoning, post-war planning and crop improvement.

* * *

Letters From Home

LETTERS to servicemen from wives, fathers, sisters and others are read on *Letters From Home*, new Sunday evening presentation of WBIG, Greensboro, N. C. Program opened Oct. 11 with a letter from Mrs. Elizabeth Berry, the Golden Rule Foundation's "The American Mother of 1942", to her son Capt. James Berry, Army Air Forces.

* * *

Army Talks to Mothers

MOTHERS and relatives learn how the Army gets food, clothing and implements of war to its fighting men in *The Quartermaster Quarter-Hour*, new service program staged by Quartermaster Corps, carried by WGY, Schenectady. Col. Hugert W. Beyette, Commander of the Schenectady Army Depot, delivers the talks.

* * *

News Dramas

THREE dramatized news events are shortwaved by NBC to Europe and the Middle East each week in a series titled *Fighting America*. Programs are written and narrated by Walter Law, and directed by Frank Nesbitt, head of the English section of NBC's international division.

"Hello! Is This Mom?"

NEW SERVICE SHOW on WTMJ, Milwaukee, is *Furlough Fun*, sponsored by the Robert A. Johnston Co., local cookie, candy and cracker manufacturers. Broadcast from USO headquarters, the popular program features interviews of a half-dozen service men by Bob Heiss, emcee. The lucky men whose numbers are drawn from a hat prior to the program, are given a chance to speak to their families over long distance telephone. Part of the conversation is aired. Then the service man retires to a secluded corner where he continues his phone call.

* * *

Spot for Girls

DESIGNED to serve as preview spot for feminine announcers, producers, engineers and mcs. as well as talent, a weekly half-hour all-girl variety show *Victory Belles*, has been started on KNX, Hollywood. Featured are Beverly Jean Porter, vocalist; Mabel Todd, comedienne; Music Maids, vocal group, and an all-girl orchestra.

War Problems

STRESSING importance of the farm in our national life and tieing in with the war effort a new five-weekly quarter-hour dramatic series, *We, the Living* has been launched on NBC Pacific Coast stations, Monday through Friday, 9:45-10 a.m. (PWT). Written and directed by Howard Keegan the series was inaugurated Sept. 28. Centered around three generations of an Ohio family in a farming community, series portrays their individual and personal problems which continue despite the war.

* * *

Call Letter Title

DURING the hours between 12 noon and 6 p.m. on weekdays, WBNY, Brooklyn, offers *We Bring You News*, program using the station's call letters and presenting news every minute on the minute as it is received off the AP and INS wires, edited, and broadcast by four announcers. Program is subdivided under world headlines and news, and national headlines and news.

Personal Problems

OFFERING aid and advice to men and women with difficult personal problems, WNEW, New York, has launched a Sunday series of discussions by Dr. Lester F. Miles, New York psychologist. Dr. Miles answers questions about marriage, children, occupational problems, and the effect of the war on individual personalities.

* * *

Strictly Light

TO MEET the demand for light radio entertainment, WHN, New York, has started a two-hour daytime variety program of song, comedy, band, sport highlights, newscasts and other amusement features. The six-weekly series is titled *Gloom Dodgers*.

* * *

The Underground

INTERWEAVING fact with fiction, *Major V*, new serial on WWJ, Detroit, tells the story of an American engineer, stranded in Germany at the outbreak of the war, who stays to fight on with the captive peoples.

Where COVERAGE *brings* RESULTS

Right at the time that WSIX steps up its power and frequency, the Nashville market blooms out as one of the key sales areas of the entire South.

Unprecedented prosperity here makes this market ripe for intensive coverage, supplied to your order by one medium—WSIX with its new 5,000-watt power and 980-kilocycle frequency.

Make your own check-up—but make it NOW. Wire for full information.

SPOT SALES, INC., National Representatives

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Sour Fiddling

SOMEBODY's fiddling again while Rome burns and Caesar (Jimmy, we mean) plows on, telling Government, public and industry where they can get off musically.

A couple of weeks have passed since the Senate waived its rules and unanimously passed the Clark Resolution for an inquiry into Petrilloism and funds with which to prosecute it. The Senate had heard that Petrillo's arbitrary ukases were impeding important war morale work with our troops abroad and at home. It had been told, too, on highest authority that many small broadcast stations will fold unless transcriptions and records are available to them.

Since then there apparently has been much talk, but no action. The Senate Interstate Commerce Committee has a mandate to investigate the whole Petrillo-AFM affair, looking toward corrective legislation. Chairman Wheeler (D-Mont.) hasn't appointed a new subcommittee to carry out that mandate, though he has said one would be named and Senator Clark (D-Idaho) who did such brilliant work in the preliminary study, would be it's chairman.

There hasn't been a single voice, in Government or Congress, in support of the Petrillo stand. The Government has seen fit to sue AFM for violation of the anti-trust laws because of his order instructing his members to quit recording for records or transcriptions as of Aug. 1, as well as his other arbitrary edicts.

In some quarters the report is heard that the stakes are too great to risk a musicians' strike, and that negotiations should be initiated with Petrillo for a settlement. Does anyone think for a moment that the Government would stand idly by and permit the entire broadcasting structure to cease operating for a single day? Petrillo has threatened strikes before. He has even called them. But they didn't happen even in peace time. This is war. Radio is an essential implement of war—perhaps as essential as the war plants that have been taken over on Presidential order when labor controversies or strikes developed.

Could it be that some members of the Senate Committee are afraid to tackle a labor issue in advance of the November elections? Failure to follow through on the hearings, after the Senatorial mandate, in our judgment, would constitute a political scandal.

Any thought of negotiating with Petrillo likewise is futile. Look at the rebuffs he has given such Government figures as Elmer Davis, and James Lawrence Fly for the answer. He has openly defied all comers, government and industry alike.

It's unlikely now that the investigation can get under way until after the November elections. Members of the Senate will want to go home for their own campaigns or to help their parties. Senator Clark already has laid the groundwork for the inquiry. The subcommittee should be named promptly so that the inquiry can get under way early in November.

Sensible Censorship

A SENSIBLE and practical approach to the foreign language radio problem has been taken by both Government and industry, without the pyrotechnics and controversy that first punctuated efforts in that direction. Imposition of wartime restraints on programs handled in foreign tongues has been just about the most troublesome and inflammatory problem to develop since Pearl Harbor.

The Office of Censorship has established a foreign language section in its Broadcasting Division. It will assist foreign language station managers in exercising voluntary censorship as spelled out in the Code of Wartime Practices. It will cooperate with the Foreign Language Broadcasters Wartime Control and with stations individually, to prevent subversive material from going out over their facilities.

In our judgment, this development will contribute more to the proper operation of the some 150 stations handling foreign language problems than any other move that could have been made. The efficient and sound way in which the Censorship Office has functioned during the 10 months since war began certainly indicates that. Censorship Director Byron Price has surrounded himself with capable assistants, particularly in radio. J. Harold Ryan, assistant director for radio, has been more than considerate in his treatment of the medium. The entire organization, entrusted with one of the most delicate tasks of wartime government, has been a model of efficient, common sense operation.

In assigning Robert K. Richards to head the foreign language unit, Mr. Ryan has selected a young executive who already has proved a capable and diplomatic Government official. Drafted by Mr. Ryan as his assistant when he took over the radio censorship post last December, Bob Richards knows radio programs and station operation. The troubles of stations airing foreign language programs, admittedly desirable even in wartime, will be alleviated considerably under this new structure.

Merit Promotions

IT'S THE American way to applaud people who make good. The FCC last week promoted Assistant General Counsel Charles R. Denny, Jr., to the general counselship filling the vacancy created by the resignation of Telford Taylor, who has been commissioned a Major in the Army Signal Corps.

Mr. Denny, despite his youth (he's 30), has had practical experience both in private practice and in Government. Before he joined the FCC last February he had served four years with the Dept. of Justice, leaving it after he had become chief of the appellate section of its Lands Division.

Mr. Denny's promotion is strictly on a merit basis. It gives incentive to other members of the FCC's staff, particularly in these hectic times.

There are two assistant general counselships to be filled by the Commission. There are a number of qualified, experienced attorneys on the FCC staff who could step into these posts. Rosel H. Hyde, who is acting assistant for broadcasting, filling in for Lucien A. Hilmer, who has transferred to the Board of Economic Warfare, certainly has the background, experience and executive ability to take over that important assignment. We can think of several others on the Commission's law staff who can take over Mr. Denny's assistant general counselship. We hope the Commission follows the course of merit promotion in filling these vacancies.

Guestitorial

SO YOU'RE A RADIO ANNOUNCER

By TOM DAILEY
WOW, Omaha

YOU'RE a radio announcer, and you're one of the best in the business. If you didn't think so you'd get out and find another job to do, wouldn't you? You're just as good as the boys on the network—only you haven't had the breaks. You'll be up there someday though, because you can announce along with the best of them. Isn't that what you think? Certainly—for confidence is the foundation of any success.

So—you're one of the best in the business of radio. If you're one of the best, then you appreciate the industry and it's destiny. You're not the kind of fellow who sits in the back office until 20-seconds before "break time"—then runs like hell for the studio, all out of breath to read a commercial announcement that someone is paying good money to have you read—in your best style.

You're not the fellow who stands in the control room making mule ears and silly gestures while another Mikeman attempts to do a job for a client. Not you, because you're a top announcer. When you know you have some commercial copy to read—you see that copy in advance and analyze it's meaning so that you'll sound intelligent when you hit the air with it. You're the kind to realize what's back of you when the engineer turns on your microphone. You're a top-flight announcer, therefore you

(*Continued on page 37*)

We Pay Our Respects To —

EARL JOSEPH GLADE

EARL JOSEPH GLADE, who has just been reappointed chairman of the Code Committee of the NAB, is the radio pioneer of the Utah-Idaho-Wyoming section of America, known as the Intermountain Empire. His entry into radio dates right after April 20, 1921, when KZN, later to become KSL, went on the air in Salt Lake City.

At that time, Earl Glade was assistant Professor of business administration at the University of Utah, where for a period of more than 12 years 6,018 students found inspiration and motivation in his classes. He was an honor graduate of Brigham Young University and took his postgraduate work at the University of Chicago.

Earl then, also, had a business affiliation with the L. S. Gillham Advertising Agency, of Salt Lake, still rated one of the most potent organizations in this field in the West.

His incursion into radio was, therefore, a natural. It was, however, a primeval field. No one in the mountain area had even heard of broadcasting as an advertising medium. As Earl set out to finance and organize the station that was later to become the powerful KSL, about all business men would do was to listen respectfully and then, on the side, feel sorry for his mother.

But gradually the indomitable spirit won, and many of those who at first derided and laughed later climbed on the radio wagon.

In those days of uncertainty and improvisement, Earl served in the whole gamut of radio station jobs, from janitor to manager.

His luckiest break came when he sold John F. Fitzpatrick, publisher of the *Salt Lake Tribune* and one of the West's most astute men of affairs, a substantial interest in the new venture. Mr. Fitzpatrick at once envisioned the potentialities of radio and put the prestige of his paper behind the enterprise. The control of the station, however, resided in the Latter Day Saints Church (Mormon) presidency.

The first station established in Salt Lake City was known successively as KZN, KFPT and KSL. Earl persuaded the old Federal Radio Commission to permit the exchange of the letter-call KFPT for KSL, which was then used by a small station in Alaska.

At that time Salt Lake City was actually a great distance from the Atlantic seaboard. Transcontinental telephone circuits then were still an experiment and radio equipment was almost wholly unattainable. However, under Earl's guidance and with the support of a board of directors who were rapidly realizing the potentiality of radio, KSL gradually worked its way from 500 watts to 1,000, 5,000 and its present 50,000 watts.

At the dedication of its 5,000-watt transmitter, KSL is reported to have broken all Western American records for telegrams received, except that of the San Francisco earthquake and fire.

The return of Charles Lindbergh from his epoch-making flight to Europe, was the first transcontinental broadcast to be released in Salt Lake City. Earl had this historic presentation piped into the famed Mormon Tabernacle, where it was heard by nearly 8,000 astounded listeners. Many were in tears.

Backed by Mr. Fitzpatrick, now also first vice-president of KSL, Earl brought to Salt Lake City the historic Dempsey fights with Carpentier, Firpo and Tunney. The line charges on each of these features averaged around $800. They were all "public-addressed" on Main Street by KSL for the *Tribune*, where fully 20,000 fans gathered at each bout to cheer Utah's own Jack Dempsey.

Earl is the originator of the coast-to-coast network broadcast of the Salt Lake Tabernacle organ and choir, now in its 14th consecutive year of presentation. He is widely known in the West for his field work for KSL and CBS. He is a popular public speaker and has filled numberless assignments in this capacity at universities, service clubs, trade associations and churches throughout the West.

He is now vice-president and a member of the board of directors of KSL. In his public relations contacts for the station, he is devoting a generous share of his time to Government activities. He is chairman of the Salt Lake City local boards of Selective Service and is also state chairman for Utah of the USO.

He is immediate past president of the Salt Lake City Chamber of Commerce and has served in similar capacities for the City Rotary Club and the Bonneville Knife and Fork Club. He is deputy councillor for the Alpha Kappa Psi fraternity, and a member of the board of regents of the University of Utah.

In a church capacity, he is a member of the general board of the Deseret Sunday School Union, an L.D.S. organization numbering 400,000 members.

He also financed and built station KLO at Ogden, Utah during the earlier days of radio. Many other stations in the western area have known his generous interest and helpfulness during their periods of struggle.

Earl J. Glade was born in Ogden, Utah, Dec. 2, 1885. He is the father of seven children: twin girls, Melba, a member of the faculty of the Utah State Agricultural College, and Melva, secretary to the famous scientist Dr. John A. Widtsoe; Earl Jr., KSL's continuity department head; Dr. Frederick R., a first lieutenant in the Medical Corps attached to the Air Forces; Lieut. James Richard, of the 188th Field Artillery; Keith, of the Medical Training Center at Camp Barkeley, Texas; Patricia, a Chi Omega at the University of Utah. Mrs. Glade is an accomplished musician and for years played on KSL programs under the name of Beverly Snow.

Personal NOTES

WILLIAM S. PALEY, president of CBS, is serving as chairman of the drive for the United Hospital Fund, which starts its 64th annual appeal Oct. 13. Mr. Paley has just returned from a trip to England to study radio conditions, during which visit he also studied the work of doctors, nurses and hospitals in communities threatened by enemy attacks.

FRED BECKER, Southern California BLUE account executive, has been appointed national spot sales representative of that network on the West Coast.

ROGER VAN DUZER, general manager of WALB, Albany, Ga., since the resignation of George R. Clapp, recently became the father of a boy.

KEVIN SWEENEY, BLUE Pacific Coast sales promotion manager, has returned to Hollywood following a trip to New York and Chicago.

WILLIAM F. LONGGOOD, formerly account executive with KDB, Santa Barbara, Cal., enlisted in the Army.

WILLIAM L. WALLACE, general sales and merchandising manager of the North Central Broadcasting System, Inc., St. Paul, recently became the father of an 8½ pound boy, his first.

CRAIG LAWRENCE, vice-president of the Iowa Broadcasting Co., and manager of KSO-KRNT, Des Moines, has been named president of the local Executive Association.

DAVIDSON TAYLOR, assistant to the director of broadcasts of CBS, is the author of a fantasy titled "the Three Witchwolves" in the current issue of *Mademoiselle* magazine.

R. E. BURROWS has been appointed sales promotion chief for the Receiver Division of GE Radio, Television and Electronics Dept., with offices in Bridgeport Conn.

Lawlor to WHEB

BOYD LAWLOR has been appointed commercial manager of WHEB, Portsmouth, N. H., succeeding David Carpenter who resigned to accept general managership of WKNE, Keene, N. H. Mr. Lawlor was formerly with the sale department of WTCM, Travers City, Mich., manager of WJMA, Covington, Va., and the special events staff of WCAU, Philadelphia.

WMSL Manager in Navy

M. K. (Vic) VICKREY, president and general manager of WMSL, Decatur, Ala., who is manager of the North Alabama network, has been commissioned lieutenant in the U. S. Navy. Lt. Vickrey reports Nov. 2 to the Naval Training School of Defense at South Boston, Mass.

VICTOR V. BELL, former program sales consultant for KSL, Salt Lake City, is now in charge of the radio department of Gillham Advertising Agency, Salt Lake City, succeeding Gordon Owen who joined CBS sales in Chicago. Earl J. Glade, Jr., continuity editor, and Ray Sentker, assistant promotion director, are replacing Mr. Bell.

JIMMY FOX, formerly account executive of KTMS, Santa Barbara, Cal., has joined KWKW, Pasadena, in a similar capacity.

PATSY LOU CRANSTON, daughter of George Cranston, manager of WBAP-KGKO, and member of the station dramatic staff, is attending Texas U as a sophomore.

RALPH SNELGROVE, manager of CFOS, Owen Sound, Ont., has joined the Royal Canadian Navy as a warrant officer in the Radio Division.

EDGAR KOBAK, executive vice-president of the BLUE, is a member of the honorary committee for the fifth annual Army-Notre Dame rally, to be held Nov. 6 at the Hotel Waldorf-Astoria, New York, for the benefit of the Army Relief Fund and the Notre Dame Scholarship Fund.

BEHIND the MIKE

JACK RICHARDSON, formerly radio executive of Russel M. Seeds Co., Hollywood, has joined the NBC Radio Recording division, that city.

CLETE ROBERTS, formerly special director and news commentator of BLUE, Hollywood, following a brief interval with the Office of War Information, San Francisco, has returned to his former job.

LEE LAWLEY has been added to the announcing staff of KDON, Monterey, Cal.

JACK LITTLE, announcer of KMPC, Beverly Hills, Cal., has been inducted into the Army. He married Patricia McNamara of that city Sept. 27.

ROBERT KELLY, public relations director of WWJ and W45D, Detroit, associated with the radio division of *The Detroit News* since the organization of WWJ, has been recalled by the newspaper's editorial department because of the shortage of experienced newspapermen. One of the first radio editors, Mr. Kelly was active in organizing both WWJ and W45D as commercial outlets.

CATHERINE JACOBSON of the traffic dept., KSL, Salt Lake City, married M. Gibbs Walther Oct. 5. Ralph W. Hardy, KSL traffic chief, is the father of a girl. Perry Driggs, station promotion director, has been named program director of the Salt Lake Advertising Club.

DALTON C. HILLE, formerly of WMMN and WTOL has rejoined WLOK, Lima, O., as chief announcer.

SEV WIDMAN, chief announcer and special events man of KWNO, Winona, Minn., has enlisted in the Maritime Commission Cadet Corps.

BEN WILSON, continuity chief of WTAD, Quincy, Ill., has an article, "Stand In", in *American Magazine* for November.

ANNE ALICIA JONES has joined the announcing staff of WWNY, Watertown, N. Y.

EDWARD J. CONTURE, formerly with the announcing and production staffs of WFBG, Altoona, Pa., WOCB, West Yarmouth, Mass., and WHYN, Holyoke, Mass., is now program director of WDLP, Panama City, Fla.

DAVE ZIMMERMAN, former announcer of WWJ, Detroit is at Camp Wolters, Tex., for training before entering the Army Volunteer Officers' School.

HINTS ON HOW to lubricate a mike and make sponsors happy were given by Bob Garred, newscaster of CBS, Hollywood, to three successors who divided his former network duties. Pupils and teacher engrossed in the lesson (l to r) are: Truman Bradley, announcer; Bob Garred, who has been commissioned a lieutenant (jg) in the Navy; Bob Anderson and Dick Joy, CBS staff newscasters.

RED FOLEY, vocalist, has rejoined the talent staff of WLS, Chicago. He has been operating a dude ranch in southern Illinois during the summer.

LES SPEARS, Chicago network actor, has enlisted in the 108th General Hospital unit, U. S. Army.

VICTOR REED, news and special events staff member of NBC-Chicago, on Oct. 12 is to marry Nora Catherine O'Brien in Chicago.

DICK ALLAN, formerly of the announcing staff of WTBO, Cumberland and WORL, Boston, has joined WLIB, Brooklyn, as an announcer. Al Tanger has resigned to join the Army anti-aircraft division as a second lieutenant.

VAN C. NEWKIRK, program director of the Don Lee Network, has been appointed chairman of the executive committee of the Southern California Broadcasters Assn. Former chairman Lawrence MacDowell has been named president.

TOM DYER, of the promotion department of KSO-KRNT joins the Army, and is replaced by Lois Jory, and John Drake, formerly of KCKN, Kansas City. Charles McCuen, station news editor and commentator, also goes into the Army. Bruce Grant takes over in his place.

DEAC ROSSELL, new to radio, has joined the announcing staff of WTRY, Troy, N. Y.

Porter on Canadian Tour

ROY PORTER, BLUE commentator, started on a tour of Canadian war plants and training centers October 11, at the invitation of the newly formed Canadian War Information Board. Accompanied by a CBC announcer and production man on the trip, Mr. Porter will continue his regular morning news programs on the BLUE, broadcasting from Ottawa, Toronto and Montreal.

MERRILL MAEL and Henry Portin, formerly of KAST, Astoria, Ore., and KEVR, Seattle, has joined the announcing staff of KOL, Seattle.

BOB McCREERY, announcer at WFMD, Frederick, Md., and his wife, the former Margaret Spessard, program director of KWBW, Hutchinson, Kan., have joined KSAL, Salina as announcer and continuity writer respectively. Connie Cochran, KSAL woman's announcer and continuity writer, has been promoted to continuity head. Sam Virts has resigned as KSAL announcer.

LES BARRY has joined the announcing staff of WHBF, Rock Island, Ill.

WOODROW MAGNUSON, program manager of WHBF, Rock Island, Ill. recently became the father of a girl.

ROBERT RIDDER has joined WEBC, Duluth, to handle the four-year-old *News-Tribune Time* newscast. He is the son of Victor Ridder, publisher of the *Duluth Herald* and *News-Tribune*. Gail How, recently returned from several years of study at the U of Lima, Peru, has joined the WEBC traffic dept.

JERRY PIVEN, announcer of WDRC, Hartford, has joined the Army, and has been replaced by Roland Dumas, formerly with WMAS, Springfield, Mass.

FRANK BLAIR, production manager of WOL, Washington, has been commissioned a lieutenant in the Naval Air Corps.

NORMAN PAUL, former announcer of WROK, Rockford, Ill., has returned to replace Gary Jensen who goes to KXEL, Waterloo, Ia. Wendell Reed, new to radio, is a WROK junior announcer. Harriette Thompson of the announcing staff heads the county kitchen fat salvage campaign.

BILL BROOKS, former announcer of WOSH, Oshkosh, Miss., has joined the Army.

KEN BARTON, announcer of WDAF, Kansas City, has joined the Army Parachute Troops.

DON INSLEY has returned to CHEX, Peterborough, Ont., after serving as program director of CKWS, Kingston. Irwin Morrison, CHEX announcer joins the Canadian Dental Corps. and is replaced by Jack Thompson, formerly newscaster at CKCL, Toronto.

GAIL SMITH, program director of WSRR, Stamford, Conn., married Dorothy Byrd Wenman.

JOE PARKER, formerly producer of NBC, Hollywood, has joined staff of Jack Runyon, West Coast radio manager of Office of Coordinator of Inter-American Affairs, that city.

NELSON PRINGLE, news commentator of CBS, Hollywood, is the father of a 9-lb. boy born Sept. 29.

DICK JOY, announcer-newscaster of CBS, Hollywood, has assumed duties of Bob Garred, resigned, on the latter's thrice and twice-weekly quarter-hour newscasts, sponsored by MacFadden Publications (*Liberty*) and Manhattan Soap Co. (Sweetheart), respectively, on West Coast stations of that network. Garred has joined the Navy as lieutenant (j.g.).

PLEASE READ . . . TWICE

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathies to the time buyer.

Allis-Chalmers, The Portland Cement Association, Park and Pollard, Babson Brothers Company of New York, Olson Rug Company WANTED RESULTS—not blue skies. Why not ask them about

WHCU

ITHACA, NEW YORK

1000 WATTS CBS 870 KC

Pearson Hitches

ARTHUR G. PEARSON, purchasing agent for NBC-Chicago, who doubles as justice of the peace in West Deerfield Township, Ill., last week went through his first experience as a "marrying justice". His customers were two NBC colleagues. Margaret Dunnett, telephone operator, and John Carsella, staff musician, gave Pearson a chance to perform the role.

TRUMAN BRADLEY, Hollywood announcer, has been assigned newscaster on the twice-weekly quarter-hour *Soil-Off News*, sponsored by Soil Off Mfg. Co. (cleaning fluid), on CBS West Coast stations. He replaces Bob Garred, resigned.

DON CURRLIN, announcer of KQW, San Francisco, recently became the father of a girl.

FRED GWYNN, announcer of KQW, San Francisco was inducted into the Army recently.

DOROTHY JOHNSTON, formerly traffic manager of KLX, Oakland, Cal. has joined KFRC, San Francisco, and is in charge of the transcription department, replacing Aimee Lawrence, who has been named music librarian.

PARKER GAYMAN, announcer, of KFRC, San Francisco, recently became the father of a baby girl.

MEL ENGLE, announcer of KRKD, Los Angeles, has joined the radio division of the Office of War Information in San Francisco.

JIM DOYLE, formerly announcer of KHJ, Hollywood, has joined NBC, that city, in a similar capacity.

IRENE SKOK, secretary to Harry Frazee, BLUE production manager, is engaged to Howard Schoener of Valley Stream, Long Island.

LARRY ELLIOTT, free-lance announcer who has handled numerous assignments for the Treasury Department's War Bond drive, has been signed to announce the MBS Treasury series, *Saturday Night Bond Wagon*.

The TEXAS RANGERS
Transcribed Library is on
WOW
Omaha, Nebr.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

JOHNNY WHITEHEAD, formerly editor of *Radio Life*, Hollywood fan magazine, who joined the Marines in July, has been elevated to sergeant.

CORNWELL JACKSON, formerly of Berg-Allenberg Inc., Beverly Hills, (Cal.), talent agency, has been promoted from consultant to an assistant deputy chief in the radio bureau, Office of War Information, Hollywood, under supervision of Nat Wolff, deputy chief.

ELVIA ALLMAN, Hollywood radio comedienne, has been signed for a part in the MGM film, "Three Hearts for Julia".

BOB MULLIN, continuity writer of KSFO, San Francisco, recently became the father of a baby girl.

OLIVER TRAYZ, formerly of BBDO, New York, where he was active in a production capacity, has joined the production staff of WNEW, New York.

MAURICE HART, record program m.c. of WNEW, New York, has been signed to handle commercial announcements with Cliff Engle on the broadcasts by Dorothy Thompson, commentator and columnist, on BLUE for Trimount Clothing Co., New York. Hart is currently featured in a program of popular music on the Atlantic Coast Network.

PAUL SULLIVAN, newscaster of WHAS, Louisville, formerly sponsored on CBS by Brown & Williamson Tobacco Co., Louisville, and previously of WLW, Cincinnati, on Oct. 19 will join WMCA, New York, as a news commentator. The programs he will handle have not yet been decided.

ROBERT SHAW, formerly in the NBC publicity department, is now writing the scripts for the serial programs *Front Page Farrell*, sponsored by Kolynos Co., Jersey City, and *David Harum*, sponsored by B. T. Babbitt Co., Both shows, heard on NBC, are produced by Air Features Inc., New York.

JACK SCANLON and Allen Keyes, having completed the BLUE announcing course have joined WTRY, Troy, New York, and WAKR, Akron, respectively, as announcers.

BETTY HURD, who was succeeded by Jean Colbert as director of women's programs at WCAU, Philadelphia, rejoins the station staff as a member of the program department. She will assist in publicity.

WILLIAM MANNS, formerly relief announcer of WIP, Philadelphia, has become a regular member of the announcing staff, replacing Lee Vines, now with CBS in New York.

DOROTHY MILLER OGDEN, former feature writer on out-of-town newspapers, has joined the news staff of WIP, Philadelphia.

KENNETH W. STOWMAN, director of publicity and promotion at WCAU, Philadelphia, has been commissioned a lieutenant (s. g.) in the Navy, reporting to Fort Schuyler, N. Y. on Oct. 22.

EDWARD GREIF, radio editor and film reviewer of *Motion Picture Daily*, joins the NBC press department Oct. 12. Woodrow Johnson, for several years associated with the American Industries Salvage Committee, and the Inter-Allied Information Center, has also been added to the press department.

HOWARD WILEY, producer of NBC-Chicago, has been named assistant production director in charge of music of NBC-Chicago and will act as assistant to Charles Urquhart, production director, until appointment of a dramatic-assistant.

RAY GIRARDIN, production staff member of WEEI, Boston, for the past eleven years, has been appointed production manager.

NORTH CAROLINA INDEPENDENT LOCAL LANDS THE COVETED ARMY-NAVY FOOTBALL BROADCAST!

WHIT sales department has completed negotiations with Marschalk & Pratt, Inc., agency for the Standard Oil Company of New Jersey, for this lively station to broadcast the Army-Navy game on Saturday, November 28th. The agency has made arrangements with the Mutual Broadcasting System to extend network facilities to WHIT.

. . . There must be a reason!

—Here's the line-up of
WHIT SPONSORED PROGRAMS!

5-MINUTE PROGRAMS	79 WEEKLY
10-MINUTE PROGRAMS	6 WEEKLY
15-MINUTE PROGRAMS	97 WEEKLY
30-MINUTE PROGRAMS	6 WEEKLY
60-MINUTE PROGRAMS	2 WEEKLY
PLUS PARTICIPATION SHOWS	19 WEEKLY

GRAND TOTAL OF 209 SPONSORED PROGRAMS WEEKLY

. . . There MUST be a reason!

WHIT market and coverage data now available. Write us direct—we'll tell you how over $70,000,000 are being spent in our area! Seventy millions isn't hay!

WHIT

"WE HELP INDUSTRY THRIVE"

NEW BERN, NORTH CAROLINA

LOUIS N. HOWARD, President & Gen. Mgr.
J. ALLEN BROWN, Sales Manager

JOHN D. MORSE, program annotator of *Living Art*, CBS program, has become editor of *The Magazine of Art*, official magazine of the American Federation of Arts.

NORA STIRLING, of the NBC script division, is chairman of the committee appointed to supervise writers preparing the *Saturday Night Bond Wagon*, Mutual program to be sponsored by the Treasury. Nora Stirling is a member of the Writers War Board, which is handling writing and production of the programs in conjunction with the Radio Director's Guild.

LEN FINGER, of the BLUE script division, has been awarded the Community Service Citation by the American Legion, Post No. 33, Beaumont, Tex., for service rendered while program director of KFDM, Beaumont.

ENSIGN HALSEY V. BARRETT, formerly in the promotion departments of WOR and WNEW, New York, and Janet K. McDonald of Bronxville, have announced their engagement.

JOSEPH VAN HAUTE, of the news department of WCAU, Philadelphia, has been appointed traffic manager of the station. He succeeds Kenneth W. Stowman, who has been commissioned a lieutenant in the Navy. Henry T. Murdock becomes director of publicity, station promotion and news editor, all formerly handled by Stowman.

JEAN HERSHOLT, star of the CBS *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., New York, is the newest member of the Committee of 25, consisting of radio personalities aiding in the national public education campaign of the OWI.

MARK O'BRIEN, news editor of WOMT, Manitowoc, Wis., has resigned to enlist in the Army Air Forces.

SIDNEY J. ALBRIGHT, NBC correspondent in Sydney, Australia, and former manager of United Artists in the Netherlands East Indies, has been appointed general manager of United in Australia and New Zealand, succeeding Cecil Marks, resigned.

RECOGNITION for 30 years of service comes to Frank A. Logue, (left) auditor of Westinghouse Radio Stations Inc., as he receives gold lapel button from Lee B. Wailes, general manager of Westinghouse Radio Stations headquarters in Philadelphia.

CHUCK HARRISON, flying cadet training at Ryan school near Tucson and former announcer, WHBF, Rock Island, Ill., is recovering from injuries received during a plane crash in Arizona recently. He was commended for his miraculous scape from the forced landing mishap.

JOE O'BRIEN and Ted Campbell, announcers of WMCA, New York, handle the WMCA broadcasts of Columbia U home football games, which started Oct. 3 and run thru Nov. 21.

FRANK GALLOP, free-lance announcer, will handle announcements on the Cresta Blanca Wine Co. program which starts on Mutual Oct. 14. Gallop handled program annotations for CBS broadcasts of the New York Philharmonic Symphony Orchestra concerts for three seasons.

DEAN DICKASON, BLUE foreign correspondent and commentator, heard on the *Weekly War Journal* each Sunday, in a review of war activities in the Pacific and Orient, is the author of a travel book to be published shortly under the title "*Far Harbors*."

BILL O'CONNELL, announcer handling the *New York Times News* periods on WMCA, New York, is now a regular commentator for Paramount News, New York, with a weekly schedule of recordings. To WINS, New York, from Paramount, comes Gregory Abbott, for five newscasts daily, Monday thru Saturday. In addition to serving as staff commentator of Paramount, Abbott has been heard over WOR and WMCA, New York.

MARTY GLICKMAN, sports commentator of WHN, New York, has been named sports director, replacing Dick Fishell, now in the Marines.

JOHN RICHBOURG, announcer of WTMA, Charleston, has joined WLAC, Nashville. Virginia Mansell, new to radio, is in the WLAC Traffic Dept., Adine Fite is a new receptionist, and Carmel Friedman has joined the copywriting staff.

WOR Names Al Ross

AL ROSS, freelance writer, has been named commercial program manager of WOR, New York, by Julius F. Seebach, WOR vice-president in charge of programs. Mr. Ross succeeds Thomas Moore, who has resigned to enter the Army. Mr. Ross at one time headed his own agency, Albert M. Ross Inc., New York. He has also been associated with Lord & Thomas, J. Walter Thompson Co., and Geyer, Cornell & Newell.

HANK GARSON, Sid Zelinka and Ray Singer, Hollywood writers, have been added to the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. Trio, replacing writers called to active service, will colloborate with Bill Demling and Dick Chevillat.

LESLIE MAWHINNEY, formerly news editor of KOY, Phoenix, has joined the news staff of KIIJ, Hollywood. Edwin M. Clough, Arizona network news editor, has taken over his duties.

PVT. MAC C. MATHESON, formerly in the traffic department of KOY, Phoenix, is the father of a girl.

ARCHIE PECKHAM, president of Southern Sales Service Co., Huntington Park, Cal., has been appointed public relations department field director of KMTR, Hollywood. He is assigned to the Bond Wagon and replaces Rex Dettre, now a captain in the Army.

JOHN F. McMAHON, formerly with the *Pittsburgh Press* and *Sun-Telegraph*, and later researcher for Ketchum, MacLeod and Grove, Pittsburgh, has joined the news staff of KDKA, Pittsburgh.

FELIX ADAMS has joined WALB, Albany, Ga., as chief announcer and program director jointly with R. O. Van Duzer, station general manager.

HARRY MARBLE, CBS news announcer, on Oct. 9 reported for induction in the Army.

DOROTHY HEARTHNECK, secretary to Daniel S. Tuthill, vice-president of National Concert & Artists Corp., New York, has been granted a six-months leave of absence and has left for the West Coast.

HAL GRAVES, formerly announcer of WGHB, Freeport, N. Y., and previously of WWRL, Woodside, N. Y., has joined WLIB, Brooklyn. Roger Bowman, formerly of WNYC, New York and WSUI, Iowa City, is now writing script and announcing the *Great* Classics recorded series on WLIB.

ALAN SURGAL, script writer of WLW, Cincinnati has written the English lyrics to the tune *Chiu Chiu*. The music was written by Xavier Cugat for the Columbia musical *You Were Never Lovelier* and the song has been published by the Charter Music Co.

"GETTIN' OUT OF ONE OF THESE THINGS IS ABOUT AS EASY AS TRYIN' TO COVER THE RED RIVER VALLEY'S 290,000 RADIO HOMES WITHOUT WDAY, AT FARGO!"

WDAY

FARGO, N. D.—5000 WATTS—N. B. C. & BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

What about WOL?
....originates more Network Programs than any other Washington Station
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES, Inc.

Agencies

JOSEPH R. BUSK, former executive vice-president of Ruthrauff & Ryan, New York, has resigned to join Ted Bates Inc., New York, as executive vice-president and partner.

IRA ASHLEY, producer-director of Lambert & Feasley, New York, on Nov. 1 is resigning his position and has not revealed his future plans. With the agency for the past three years, Ashley directed NBC's *Grand Central Station* Show, which was discontinued last July by its sponsor, Lever Bros. Co., Cambridge, for Rinso. The agency handled the program on a package basis for Ruthrauff & Ryan, Agency in charge. Prior to joining Lambert & Feasley, Mr. Ashley was a CBS director, and had previously served with William Esty & Co., Los Angeles, on the CBS *Camel Caravan* program.

BILL THOMAS, New York publicity director of Young & Rubicam, is in Hollywood conferring with Carroll Nye, West Coast publicity director, on fall exploitation plans for agency-produced shows.

RUTH MATTHEWS, formerly with the London and New York offices of J. Walter Thompson Co., is with the copy staff of Joseph Katz Co., New York.

BRANDT AYMAR, account executive of Wortman, Barton & Goold, New York, is on active duty as an ensign in the Coast Guard Reserve.

C. M. ROHRABAUGH, former director of media of Ward Wheelock Co., Philadelphia, has joined Arthur Kudner Inc., New York, in an executive capacity. Succeeding him at Ward Wheelock is Eugene J. Cogan, former business manager of Paris & Peart, New York.

JOHN D. ANDERSON, account executive at Ruthrauff & Ryan, New York, has been appointed lieutenant (s.g.) in the Naval Reserve. He will serve in the aviation intelligence division.

ROBERT M. NEWCOMB, former copy director of Ward Wheelock & Co., Philadelphia, has received a commission as lieutenant (s. g.) and has reported for active duty in the Navy.

KENNARD G. KEEN Jr., formerly a copywriter at Ivey & Ellington, Philadelphia, has joined James G. Lamb Co., Philadelphia.

JOHN V. BREW, former account executive of Pedlar & Ryan, New York, has joined Kenyon & Eckhardt, New York, in a similar capacity.

CHESTER J. RADVEN, formerly account executive of J. R. Kupsick Adv., New York, has joined S. Duane Lyon Inc., New York, in the same capacity.

HOWARD STEPHENSON, formerly eastern publicity manager of Westinghouse Electric & Mfg. Co., Pittsburgh, has joined the publicity department of J. M. Mathes Inc., New York.

FREDERICK C. BRUNS, vice-president of Ruthrauff & Ryan, New York, has been elected a member of the agency's board of directors.

GORDON E. PAGE, copywriter with N. W. Ayer & Son, Philadelphia, will join Lennen & Mitchell, New York.

O. A. (Dutch) FELDON, for the past ten years with Macfadden Publications, has joined MacFarland, Aveyard & Co., Chicago, according to Hays MacFarland, president.

GEORGE D. SKINNER, formerly in charge of public relations for Albert Frank-Guenther Law, New York, has joined the public relations staff of N. W. Ayer & Son, New York.

JACK LITTLE, formerly public relations director of the All-Year Club of Southern California (tourist promotion), has joined Lord & Thomas, Los Angeles, as senior account executive.

M. P. FRANCESCHI, vice-president and general manager of J. Stirling Getchell, New York, has resigned to join Lord & Thomas, New York, in an executive capacity. Mr. Franceschi had been with Getchell from the time of its inception.

ARTHUR F. BALDUS Jr., formerly of Beaumont & Hohman Inc., Los Angeles, is a coxswain in the Coast Guard.

GEORGE VOSS, program director of WSRR, Stamford, Conn., has joined Lennen & Mitchell, New York, succeeding Frederick Stoutland in the radio research department. Mr. Stoutland resigned several weeks ago to enter the armed forces.

BEN ENGLANDER, partner in Lichtig & Englander, Beverly Hills talent service, has withdrawn to become business manager of Producers Corp. of America, Hollywood film producers. Harry Lichtig continues to operate the agency.

Guestitorial

(*Continued from page 32*)

know that when the red light glares—thousands of dollars in equipment and personnel stand at your back.

When you're on the air—you understand that you're Mr. Radio Station himself. No one else matters when you take the air—because everything the station stands for—its background, its reputation and its future—all this is wrapped up in you.

You're not the fellow who acts cute when a gang of visitors come to see what it's all about. You're the fellow who stands erect, who upholds the prestige of radio. You realize that you must carry on the work as outlined by pioneers in the field of broadcasting, and at the same time you know you have the chance to strengthen the industry with your own ideas. You're right—you can't "horse" and "box" around in the studio and do an honest job for station and client.

You're the best in the business—a top announcer. You are familiar with the fact that you stand on a stage with millions of people before you—knowing you, hearing your voice. If they could see you, they'd not change their opinions of you because you keep yourself neat, you conduct yourself as they presume you would. You're not high-hat, egotistical. You're in radio because you like it—and you always strive to do your job well, whether it be selling pills or powder puffs. You'll make that network, fellow. You're a radio announcer—the best in the business.

ROY HUNTER, advertising counsel of Vancouver, has been appointed Pacific Coast representative for Stevenson & Scott, Montreal and Toronto agency.

JACK GALE, West Coast radio director of National Concert & Artists Corp., has enlisted in the Navy.

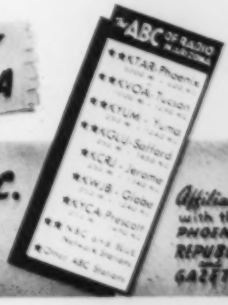
NEWS Today's listeners demand it. So, leading advertisers in Arizona are releasing news broadcasts. Nine of KTAR's average of twelve complete newscasts daily are serving aggressive sponsors. The reason! KTAR offers the most complete local, national and international news coverage in Southwestern radio. For more productive appeal in one of the nation's richest markets use Arizona's preferred station.

KTAR PHOENIX ARIZONA

KEY STATION OF THE Arizona BROADCASTING CO. Inc.

Represented Nationally by Paul H. Raymer Company

New York Chicago Detroit San Francisco Los Angeles



Affiliated with the PHOENIX REPUBLIC and GAZETTE

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Pure Foods Co., Mamaroneck, N. Y. (bouillon cubes), 3 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Lever Bros., Cambridge, Mass. (Vimms), 90 *sa*, 15 *t*, thru BBDO, N. Y.
Johnson & Johnson, New Brunswick, N. J., 170 *sa*, thru Young & Rubicam, N. Y.
Chr. Hansen's Lab., Little Falls, N. Y. (Junket), 3 *sa* weekly, 7 months, thru Mitchell-Faust Adv. Co., Chicago.
Ward Baking Co., New York, *sa*, 3 months, thru J. Walter Thompson Co., N. Y.
Curtis Pub. Co., Philadelphia (*Satevepost*), *sa*, 7 weeks, thru BBDO, N. Y.
Ball Bros., Muncie, Ind. (mason jars), 26 *sa*, thru Applegate Adv. Agency, Muncie.
Beech-Nut Packing Co., New York (chewing gum), *ta*, 15 weeks, thru Newell-Emmett Co., N. Y.
Pan American Coffee Bureau, New York, *sa*, 13 weeks, thru J. H. Mathes Inc., N. Y.
W. L. Douglas Shoe Co., Brockton, Mass., *ta*, 13 weeks, thru Harold Cabot Co., Boston.
Longines-Wittnauer Watch Co., New York, *t*, 9 months, thru Arthur Rosenberg Co., N. Y.
Kellogg Co., Battle Creek, Mich. (All-Bran), *ta*, 13 weeeks, thru Kenyon & Eckhardt, N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), *sa*, 6 months, thru John W. Queen, Boston.
Procter & Gamble Co., Cincinnati (Lava soap), *ta*, 6 months, thru Biow Co., N. Y.
Vick Chemical Co., New York (Vaporub), 3 *sp* weekly, 6 months, thru Morse International, N. Y.
Pillsbury Flour Mills Co., Minneapolis, *sa*, 9 months, thru McCann-Erickson, Chicago.
Sterns Nurseries, Geneva, N. Y., *sa*, 4 weeks, thru W. L. Wright Co., Rochester, N. Y.
Pinex Co., Fort Wayne, Ind., *sa*, 5 months, thru Russel M. Seeds Co., Chicago.
Grove Labs., St. Louis (Bromo Quinine), *sp*, 5 months, thru Ruthrauff & Ryan, Chicago.
Quaker Oats Co., Chicago, *sa*, 5 weeks, thru Ruthrauff & Ryan, Chicago.
Quaker Oats Co., Chicago, *t*, 6 months, thru Sherman & Marquette, Chicago.
Quaker Oats Co., Chicago (Aunt Jemima Pancake flour), *t*, 6 months, thru Sherman K. Ellis & Co., Chicago.
Paramount Pictures, *ta*, 1 year, thru Buchanan & Co., N. Y.

WOV, New York

Planters Edible Oil Co., Wilkes-Barre, Pa. (Peanut oil), 6 weekly *sp*, 52 weeks, thru Pettinella Adv., N. Y.
Paramount Pictures, New York, (movie), 4 *sa*, 1 week, thru Buchanan & Co., N. Y.
Macfadden Publications, New York (*True Story Magazine*), 3 *sp* weekly, 2 weeks, thru Arthur Kudner Inc., N. Y.
Family Policy Service, New York (Insurance counsellor), 3 *sp* weekly, 52 weeks, thru Intercity Adv., N. Y.
Roxy Theatre, New York ("Orchestra Wives"), 5 *sa*, 1 week, thru Kayton-Spiero Co., N. Y.
Bulova Watch Co., New York (watches), 59 *sa* weekly, 16 weeks, thru Biow Co., N. Y.
Prophetic Testimony of Philadelphia, Philadelphia (religious), 6 *sp* weekly, 52 weeks, thru Charles Stoll, Philadelphia.
Balbo Oil Co., Brooklyn (edible oil), 6 *sp* weekly, 52 weeks, thru Commercial Radio, N. Y.
A. Corraro, New York (women's wear), 6 *sp* weekly, 52 weeks, thru De Lucca Adv., N. Y.
De Martini Macaroni Co., New York, 6 *sp* weekly, 52 weeks, placed direct.
Mamma Mia Importing Co., New York (edible oil), 6 *sp* weekly, 52 weeks, placed direct.

WHN, New York

United Institute of Aeronautics, Hoboken, N. J. (trade school), 3 *ne* weekly 13 weeks, thru J. R. Kupsick Adv., N. Y.
Pinex Co., Fort Wayne, Ind. (Pinex cough remedy), 6 *ne* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Grove Labs., St. Louis, Mo. (Bromo Quinine, Vitamins), 6 *t* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Greater New York Conference of the Seventh-Day Adventist, New York, weekly *sp*, 14 weeks, direct.
Empire Gold Buying Service, New York, *sa*, 65 weeks, thru Harry Oppenheim, N. Y.
B. C. Remedy Co., Durham, N. C., 7 *ne* weekly, 13 weeks, thru Harvey-Messengale Co., Durham.

KFI, Los Angeles

Penick & Ford, New York (Brer Rabbit Molasses), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 13 *t*, thru Young & Rubicam, N. Y.
Beaumont Labs., St. Louis (4-way cold tablets), 6 weekly *ta*, thru H. W. Kastor & Sons, Chicago.
Grove Labs., St. Louis (Bromo Quinine, vitamins), 6 weekly *ta*, thru Russel M. Seeds Co., Chicago.

WMAQ, Chicago

Reader's Digest, Pleasantville, N. Y., 3 *ta* weekly, 15 weeks, thru BBDO, N. Y.
Quaker Oats Co., Chicago, Ill., 6 *sp* weekly, 25 weeks, thru Ruthrauff & Ryan, Chicago.

KGLO, Mason City, Ia.

Vick Chemical Co., New York (Vicklax), 6 *ta* weekly, 26 weeks, thru Marschalk & Pratt, N. Y.
North American Accident Insurance Co., Newark, 13 *t*, thru Franklin Bruck, N. Y.
William H. Wise Co. New York (book), 3 *t* weekly, 4 weeks, Huber, Hoge & Sons, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 4 *sa* weekly, 16 weeks, thru J. D. Tarcher, N. Y.
Haskins Bros. Co., Omaha (soap), 26 *sa*, thru Sidney Garfinkle, Los Angeles.
Willard Tablet Co., Chicago, 3 *sp* weekly, 13 weeks, thru First United Broadcasters, Chicago.
Thompson Hybrid Corn Co., Des Moines (Hybrid corn), 6 *sa* weekly, 9 weeks, Cary Ainsworth, Des Moines.
Sterling Insurance Co., Chicago, 6 *sp* weekly, 13 weeks, thru E. H. Brown Adv., Chicago.
Oelwein Chemical Co., Des Moines (Occo Feeds), 3 *sa* weekly, 13 weeks, thru Cary Ainsworth, Des Moines.
Tidy House Prods. Co., Des Moines (household cleaners), 5 *sp* weekly, 13 weeks, thru Cary Ainsworth, Des Moines.
Beech Nut Packing Co., Canajoharie, N. Y. (gum), 4 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Minneapolis Milling Co., Minneapolis (flour), 3 *sa* weekly, 17 weeks, thru Mason-Webster, Minneapolis.

KFRC, San Francisco

Golden State Milk Co., San Francisco (Golden V Vitamin milk), 2 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Healthaids Inc., New York (*Journal of Living*), 5 *t* weekly, thru Raymond Spector Adv., N. Y.
Pioneer Beverages, Oakland, Cal. (soft drinks), 4 *sa* weekly, thru Ryder & Ingram, Oakland.
Loma Linda Food Co., Arlington, Cal. (Ruskets), weekly *sa*, thru Gerth-Pacific Adv., San Francisco.
Chemicals Inc., San Francisco (Vano), weekly *ta*, thru Botsford, Constantine & Gardner, San Francisco.
Quaker Oats Co., Chicago (Quaker Oats), 6 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Regal Amber Brewing Co., San Francisco (Regal Pale Beer), weekly *sa*, thru M. E. Harlan Adv., San Francisco.

KQW, San Francisco

Langendorf United Bakeries, San Francisco (Homestead bread), 8 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Golden State Milk Co., San Francisco (Golden V. Vitamin Milk), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Book League of America, New York, 3 *sp* weekly, thru Huber Hoge & Son, N. Y.
Kellogg Co., Battle Creek (All-Bran), 10 *ta* weekly, thru Kenyon & Eckhart, N. Y.
Quaker Oats Co., Chicago (cereal), 6 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Foreman & Clark, Los Angeles (men's clothes), 8 *sa* weekly, thru Botsford, Constantine & Gardner, Los Angeles.

RCA Canada Series

RCA VICTOR Co., Montreal, on Oct. 29 starts an institutional network program *Voice of Victor* on 30 Canadian Broadcasting Corp. stations. Not boosting any service or product, the program will feature in commercials war bonds and other war effort items. Program will be 25 minutes musical with orchestra and soloists once weekly on Thursday evenings. Account was placed by Lord & Thomas of Canada, Toronto.

CURTISS CANDY Co., through the cooperation of the Army and Navy, has been putting candy bars into the individual kits of soldiers and sailors leaving for overseas duty.

Arvey Corp., Chicago (R-V Lites), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Beech Nut Packing Co., New York (gum), 5 *sa* weekly, thru Newell Emmett Co., N. Y.
Petri Wine Co., San Francisco (wines), *ta* series, thru Erwin, Wasey & Co., San Francisco.

KHJ, Hollywood

Foreman & Clark, Los Angeles (clothiers), 131 *sa*, thru Botsford, Constantine & Gardner, Los Angeles.
McKesson & Robbins, Bridgeport, Conn. (Soretone), 3 weekly *ta*, thru J. D. Tarcher & Co., N. Y.
Curtis Publishing Co., Philadelphia (*Satevepost*), 4 weekly *ta*, thru BBDO, N. Y.
Interstate Bakeries Corp., Los Angeles (bread), 5 weekly *sa*, thru Dan B. Miner Co., Los Angeles.
E. J. Gallo Winery, Modesto, Cal. (wines), 27 weekly sa, thru Charles H. Mayne Co., Chicago.
Grove Labs., St. Louis (Bromo Quinine, vitamins), 220 *t*, thru Russel M. Seeds Co., Chicago.
Ex-Lax Inc., Brooklyn (Ex-Lax), 5 weekly *ta*, thru Joseph Katz Co., Chicago.

WRC, Washington

Berkshire Knitting Co., Reading, Pa. (hosiery), 5 *sa* weekly, 13 weeks, thru Geare-Marston, Philadelphia.
Macfadden Pub. Co., New York, 18 *sa* thru Arthur Kudner Inc., N. Y.
Musterole Co., Cleveland, O., 3 *sa* weekly 6 months, thru Erwin, Wasey & Co. N. Y.
Vick Chemical Co., New York (cough drops), 3 *sa* weekly, 4 months, thru Morse International, N. Y.
Luden's Inc., Reading, Pa. (cough drops) 3 *sa* weekly, 6 months, thru J. M. Mathes Inc., N. Y.

WBBM, Chicago

Musterole Co., Cleveland, O. (cold remedy) 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Nehi, Inc., Columbus, Ga. (Royal Crown Cola), 4 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Thomas J. Lipton Inc., Hoboken, N. J. (Continental Soup Mix), 10 *sa* weekly 13 weeks, thru Young & Rubicam, N. Y.

WLIB, Brooklyn

Community Opticians, New York, 35 *sa* weekly, 52 weeks, direct.

LOOKS LIKE ANY MESSAGE OF MINE WOULD REACH THE RIGHT KIND OF EARS EH, MACK?
KXL
ALL I KNOW, MISTER... YOUR STATION COVERS THE BUSIEST PARTS OF OREGON AN' WASHIN'TON WHERE THE DOUGH-DOUGH BIRDS ARE ALWAYS LOOKIN' FOR THE EARLY WORM!

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.

Her Hero.

New York-Chicago Reps.—The Walker Co. Ad

Radio Advertisers

LAND TITLE TRUST Co., Philadelphia (bank), will return to radio Oct. 18 with a weekly series of dramas presenting a patriotic cavalcade, *Sweet Land of Liberty*. Spotted Sundays, 1:30-2 p.m., it will be an institutional feature for the bank, heretofore a consistent user of radio time. Account was placed and program produced by Garry Bub, radio director and account executive of Stewart-Jordon Adv. Agency, Philadelphia.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), has started twice-weekly quarter-hour piano recitals with Rex Battle on CFRB, Toronto, and weekly on CFCF, Montreal. Account was placed by Cockfield Brown & Co., Toronto.

READING ANTHRACITE CANADIAN Co., Toronto (coal), has started six-weekly announcements on CKAC, Montreal; CHML, Hamilton, Ont.; CKCL, Toronto; CKCO, Ottawa. Account was placed by McKee & Albright, Philadelphia.

BEAUMONT LABS., St. Louis (4-Way Cold Tablets), on Oct. 17 will start a weekly quarter-hour news commentary by Gilbert Wales on KPO, San Francisco. Agency is H. W. Kastor & Sons, Chicago.

ROBERT SIMPSON Co., Toronto (national chain department stores), has started *What's the Answer*, half-hour quiz and musical show Saturday mornings in the Toronto main store on CFRB, Toronto. This is the fourth season for this show direct from the department store. Account was placed through Harry E. Foster Agencies, Toronto.

52-WEEK CONTRACT signed by John Shepard 3d (r), president of the Yankee Network, and James M. Murley Jr., Broadcast Advertising Inc., puts on the air *The Yankee Kitchen*, five-weekly food advertising show on 11 Yankee outlets 2:15-2:45 p.m. Open to non-competitive sponsorship, show now features Ken & Carolyn, both formerly successful restaurant managers.

LABOR'S Protective Committee, Los Angeles, through Robert F. Dennis Inc., that city, has launched a Southern California radio campaign to defeat the "hot cargo" and secondary boycott bill which is appearing on the Nov. 2 California ballot as Proposition No. 1. Besides quarter-hour talks on KNX KFI KFWB KRKD KFAC, one-minute transcribed announcements are also being used on those stations as well as KHJ KIEV KFVD KMPC. In addition a series of NBC and CBS California network programs are planned.

CHEMICALS Inc., San Francisco (Vano, household cleanser), has started *Funny Money Man* thrice-weekly on KPO, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

L. N. Le BOLD & Co., Rochester, N. Y., through its newly appointed agency, Grady & Wagner Co., New York, launched a test campaign Oct. 5 on KCMO, Kansas City, and KOME, Tulsa, using three daily live and transcribed announcements, five times weekly for Viteen, a medical product. A 13-week campaign will get under way in November on a Pittsburgh station.

R. H. MACY & Co., New York department store, on Oct. 6 launched a weekly quarter-hour of dressmaking lessons, titled *Sew and Save*, on WOR, New York. Virginia Carter conducts the program, which ties in fashions with the war effort. Agency is Young & Rubicam, New York.

BEAUMONT LABS., St. Louis (Four-Way Cold Tablets) has started a live talent mid-morning thrice-weekly quarter-hour program on WMAQ, Chicago, featuring Nancy Martin, vocalist, regularly heard on the BLUE *Breakfast Club* and *Club Matinee*. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food), in a 13-week campaign started Oct. 5, is sponsoring daily participation in *Woman's Page of the Air* on KSFO, San Francisco. Agency is Brisacher, Davis & Staff, Los Angeles. Herb Beaven is account executive.

PUBLIC FINANCE Corp., Winnipeg (small loans) on Oct. 18 starts MBS network mystery *Bulldog Drummond* on CKCL, Toronto, and has started spot announcements on CFRB, Toronto; CJRC and CKY, Winnipeg. Account placed by McConnell-Eastman Co., Toronto.

BASIC FOODS Inc., Los Angeles (vitamin products), in a 13-week campaign which started Sept. 28 is currently sponsoring a twice-daily quarter-hour health program on KMPC, Beverly Hills, Cal. Account is placed through Elucidator Publications Inc., Hollywood.

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

CBS W-N-O-X 990 Kc.
KNOXVILLE, TENNESSEE
NOW— 10,000 Watts DAY and NIGHT
—EAST TENNESSEE'S MOST POWERFUL STATION
National Reps: THE BRANHAM COMPANY
A SCRIPPS-HOWARD RADIO STATION
Affiliated with THE KNOXVILLE NEWS-SENTINEL

Merchandising & Promotion

Hourly Bucks—Defense Tips—In the Windows—Blanket Trip—In Appreciation

JACKPOT, accumulating at $5 an hour, is offered under a telephone promotion stunt used by WWDC, Washington. Every hour on the hour, station calls a metropolitan number and asks name of sponsor of preceding program. Correct answer yields the listener $5. Each miss adds $5 to the jackpot offered the next hour.

* * *

Advice to Retailers

TO AID retail grocers and druggists in keeping up with the latest WPB and OPA rulings which affect their business, KLZ, Denver, is mailing special monthly bulletins to all leading grocers and druggists within the station's primary area. Called "Druggists Briefs" and "Grocery Briefs", the bulletin feature condensed items dealing with specific rulings and trends on many products.

* * *

Civilian Defense

WHAT CAN I DO, a citizen's war handbook issued by the Office of Civilian Defense, is offered WTAG, Worcester, listeners from sign-on to sign-off time. The booklet is boosted by announcements at all available station breaks, by studio programs and news commentators. Accompanying each handbook is a letter telling the listener that it has been sent through the courtesy of WTAG.

GE's Supplementary Drive

AS A SUPPLEMENT to its thrice-weekly sponsorship of news by Frazier Hunt on CBS, General Electric Co., New York, is conducting a fall campaign in eight national magazines to stress its wartime activity in radio communications and electronic equipment. Every advertisement describes one or more applications of electronics with prominent mention of the G-E electronic radio and radio tube.

* * *

Popular Speech

TALK by Pat Garner, news editor of KFPW, Fort Smith, Ark., *Are We Letting Our Allies Down?* based on background material from the OWI, has been reprinted in folders by the Fort Smith Lions Club. Since the initial talk, Mr. Garner has repeated the speech to four service clubs and the general faculty of local school teachers.

* * *

Window Displays

WINDOW DISPLAYS in 51 drug stores in Fort Wayne feature pictures of WOWO and WGL, Fort Wayne, local and network stars and the specific product they promote. Every ten days the displays are rotated among the drug stores and at the end of each cycle of displays, photographs are changed.

Hooper's Tour

WJR, Detroit, has issued an illustrated, stiff-covered book titled "Mr. Hooper Tours a Blanket" and reporting on the results of 136,332 coincidental telephone interviews conducted by Hooper interviewers in 25 typical communities located within WJR's primary coverage area. Appended to the story of the tour are coverage maps, charts and the full Hooper reports on listening in each city covered.

* * *

'Thank You' Dinner

IN appreciation to the Coca Cola Bottling Co. of Jackson, for sponsoring last season's baseball, and this season's football sportscasts, WSLI, Jackson, Miss., had 30 employes of the soft drink firm as dinner guests at a local hotel. Affair also celebrated the opening of the new *Spotlight Band* series

* * *

Grocery Windows

WINDOW displays in two large grocery chains are used by WOAI, San Antonio, to promote products advertised on the station. WOAI advertised products or dummies of them are utilized, together with posters and pictures of featured artists.

* * *

Dart Tossers

FOR CORRECT answers given during *Bombardier Quiz*, on KHJ, Los Angeles, contestants from the audience get a chance to toss darts at balloons attached to warships, painted on a large board in the studio. If balloon is pierced, contestant gets credit for sinking a ship. Winners receive Bonds and Stamps as prizes.

* * *

Wine Promotion

NATIONAL MAGAZINES and newspapers carrying advertisements for Schenley Distillers Corp., New York, makers of Cresta Blanca Wines, will carry mention of the company's new program starting on Mutual Oct. 14 as *Cresta Blanca Carnival*. Agency is William H. Weintraub Co., New York.

* * *

Promotion Quiz

AUDIENCE is quizzed on sponsors, announcers doing specific shows, and other points that require frequent tuning in, under a promotion stunt aired weekly by WTOC, Savannah. Theater passes are given as awards.

Meet the LADIES

MEREDITH SMITH

A VETERAN in radio at 26, Meredith Smith, hostess of *Happiness House*, daily program on WWDC, Washington, featuring news of food, homemaking, fashions and women's activities. In eight years of radio work, Miss Smith has done freelance on four Washington stations and one in Baltimore. She has been a commentator and writer for a station in South Carolina.

In May, when WWDC opened she returned to her native Washington to head the women's department. Her programs are *Happiness House*, and in addition, *Autograph Album*, an afternoon program. In time off from radio writing, acting and producing, Meredith Smith likes reading, swimming and horseback riding.

Game Tickets

FREE FOOTBALL tickets to games of their choice are offered listeners for the most interesting football questions submitted to Francis J. Powers, sports columnist, and Lynn Waldorf, football coach of Northwestern U, conductors of a thrice-weekly sports program sponsored by Emmert Insurance Co., South Bend, on WMAQ, Chicago. Agency is Mac Donald-Cook Co., South Bend.

* * *

Reasons Why

PRIZE of $25 is the feature of Corrine Jordan and her *Stardust* program broadcast by WNAX, Yankton, S. D., for Salisbury-Satterlee Co., Minneapolis. The prize goes to the best letter on "I want a new mattress because . . ."

HITLER DUN IT!

Yes-he's the guy that caused Uncle Sam to bring over 74,000 NEW FOLKS, and over $227,000,000 in DEFENSE PROJECTS into our own front yard

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET with permanent lines between WOPI-WISE-WKPT

96 Red Network commercials wkly

BURNS-SMITH co. Nat'l Reps.
Henry Cummings-S. East Rep.

WESTERN N. CAROLINA-Southern W. VA.-East TENNESSEE

"WHEBBY" Says:

WHEB profits pacify and produce for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.

WHEB
Portsmouth, New Hampshire

Boston Rep.: BERTHA BANNAN

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS
1,000 WATTS

WHKY offers complete coverage of the Rich Western North Carolina Market at *one* LOW COST.

1290 KC BLUE NETWORK

Studio Notes

WBIG, Greensboro, N. C., has four series of programs, first put on the air Oct. 5—*Americans, Too, Who Have Achieved; Your Health; An Afternoon of Talent;* and *Your Consumer Reporter.* Presented weekly by Bennett College for Negro girls, the programs are aired Mondays through Thursdays 1:45-2 p.m.

AIMED at winter tourists in the Rio Grande Valley, *Back Page & Tourist News*, a daily AP news feature on KBGS, Harlingen, Tex., is based on the theme that "Today, perhaps, there will be an item from your home town". Promotion of the program emphasizes that it presents news seldom heard because of the crush of war news.

PRODUCED in cooperation with universities and colleges of 11 western states *Unlimited Horizons*, NBC public service feature, has returned for another weekly series of dramatizations of science subjects.

WTAG, Worcester, awarded a $25 War Bond to the winner of station-sponsored local contest for the best title to the NBC show *Without a Name.* Winning title, *Puns A'Poppin*, will be entered in the coast-to-coast competition for the grand prize, a $500 War Bond.

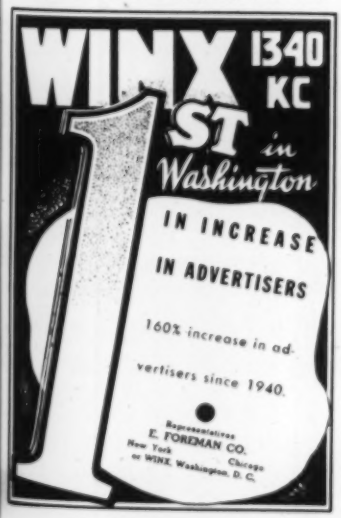
WJJD, Chicago, has started a "35 Club" formed of motorists who pledge to drive no faster than 35 miles an hour for the duration, and has enrolled over 4,000 motorists and sent them windshield stickers. Announcements of the formation of the club are made by Judge Erwin J. Hasten of the Chicago Criminal Court on *Safety Court*, half-hour program five days a week on WJJD.

WINNING title submitted in the contest for a name for Ben Whitehurst's program on WMCA, New York, is *The Wayfarer.* Whitehurst talks on a variety of subjects, against a background of music.

CHAMBER of commerce in the city of Clifton, N. J., has shifted the *City of Clifton on the Air* on WPAT, Paterson, N. J., from Sunday, 1 p.m., to 2:35-3 p.m. Now in its second year, the program features the life story and music of leading popular music composers.

KXOK, St. Louis, is piping a special news broadcast to men stationed at Jefferson Barracks through the Post public address system.

WHB, Kansas City, broadcast an address by Dr. Harold C. Hunt, Supt. of Schools, to 2000 teachers grouped at radios in schools throughout the city, making an assembled meeting of public school faculties unnecessary.



Bonds by Van

VAN PATRICK, sports director of WHBF, Rock Island, Ill., offers to deliver in person war bonds purchased through the station. Only conditions are that deliveries be limited to the Quad-Cities, and that they continue only so long as his tires hold out.

KMOX, St. Louis, is originating *Syncopation Piece*, a 25-minute musical show, Sundays, 1:30 (CWT) for CBS. The station now stages five CBS network programs, including *Mary Lee Taylor, Home Economist Dietitian*; the *National Hillbilly Champions; St. Louis Matinee; Columbia's Country Journal.*

DATE BUREAU for air cadets stationed in the Phoenix (Ariz.) area, is maintained as part of the traffic department of KOY, that city. Ruth Swinney, traffic secretary, has been selected by the local recreation center as committee chairman for 200 girls listed.

ON A THREE-DAY barnstorming tour of neighborhood theatres in the Greater New York area, Italian artists heard regularly on WOV, New York, raised $426,000 selling war bonds. Headed by Ralph Nardella, sales manager of WOV, the unit included the WOV concert orchestra and Diana Baldi, actress of the Italian Theatre, which has a bond sales goal of $2,000,000 for September.

KSL, Salt Lake City, has inaugurated newscasts from the AP radio wire of Press Assn. An intensive promotional campaign over KSL and in Salt Lake City newspapers, preceded the launching of the AP news program.

PEGEEN FITZGERALD, will add a five-weekly Mutual program, 1:35-1:45 p.m., to her regular morning series sponsored on WOR, New York, on a participating basis. Latest news from the New York fashion front will be featured on the network program, which starts Oct. 12.

FOR THE THIRD consecutive year, the Philadelphia Orchestra concerts will be broadcast each Friday on MBS, originating at WIP, Philadelphia. Norris West will be program intermission commentator.

YOUNGEST licensed operator title is claimed for 16-year-old Paul E. McNally, of WEIM, Fitchburg, Mass. "Mac," in second year high school, passed his Radio Telephone Operator's License exam in early August, two months after he turned 16. He's also drummer in his own 12-piece orchestra.

WIBG, Glenside, Pa., has set back to Nov. 1 the opening of its new studios in downtown Philadelphia. In the meantime, Doug Arthur, program director, is holding auditions for a studio orchestra, which will mark the first time that the station has employed live music.

NEW PRINTERS' INK LEADS THE FIELD

Comparison of latest A.B.C. statements confirms Printers' Ink circulation leadership in the advertiser and advertising agency market.

FIRST *in total circulation*

The Printers' Ink total net paid average for six months ending June 30, 1942 is 16,151, a gain of 1,142.

FIRST *among manufacturers*

Printers' Ink leads in subscriptions among manufacturers (firms that advertise).

FIRST *among all executives*

More executives among manufacturing concerns subscribe to Printers' Ink than to any other sales-advertising publication. And, in this group is the largest number of subscriptions addressed to presidents, vice-presidents, secretaries, treasurers and general managers.

FIRST *among advertising agencies*

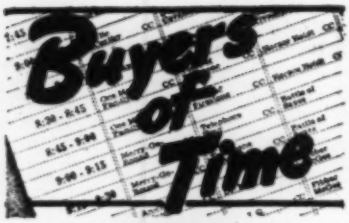
No other publication has as many A.B.C. identified subscribers in advertising agencies as Printers' Ink.

Radio stations used 48% more advertising pages in PRINTERS' INK during nine months of 1942 than in the same period of 1941. The trend is to P. I.!

Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge — proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.
2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS



FRANK DENNIS

AS CAREFULLY AS he today picks talent for his clients' programs, Frank Dennis, director of the radio department of Richardson-Macdonald Advertising Service, Ltd., Toronto and Montreal, picked radio as his career early in 1933. Not content to work with figures all his life as a chartered accountant, he left an accountant's office where he was learning that intricate business, to become secretary to Ken Soble of Metropolitan Broadcasting Service Ltd., at a time when commercial radio broadcasting in Canada was still in its infancy.

Frank soon saw a future in radio, set himself to learn how to write commercials, produce programs, how to sell his programs to stations and sponsors. He worked hard in those days, 100 hours a week being his average. The strain told after two years, and he took a holiday for a couple of months. But not to rest. He hied himself to his home town, New York, which he had left at the age of three years when his parents moved to Toronto, and in New York he haunted the radio stations. Those few months in New York were his university education in broadcasting.

When he came back to Toronto, he was ready to open his own business, and for six months freelanced as program director. Then he was asked to form a radio department for Richardson-Macdonald Adv. Service. That was five years ago. Today the agency's radio business is an important part of its total business.

Frank Dennis places and produces what is probably the largest outdoor radio show in the Dominion each summer as a Sunday evening community sing on Toronto's waterfront Sunnyside amusement park, at which more than 10,000 people join in singing each week. The show, produced for Geo. Weston Ltd. (English biscuits), is but one of a number of programs placed for this sponsor on a large list of Canadian stations. He handles also campaigns for Vernor's Ginger Ale Co., Macdonald Tobacco Ltd. of Montreal, Burgess Battery Co., and others.

Twenty-seven years old, Frank Dennis was educated in Toronto, married Ruth Freeman on May 20, 1942. He has no hobbies but radio, spending all his spare time in radio studios and picking talent new to radio.

Craig, Carley Leave WMCA

WALTER CRAIG, program manager of WMCA, New York, for the past year and a half, on Oct. 15 is resigning his position, it was announced last week by the station, which stated that temporary program director would be Garrett Hollihan, WMCA continuity editor. A permanent appointment will be made later by Donald Shaw, general manager. Also resigning from WMCA, effective Nov. 1, is William Carley, promotion director, formerly sales promotion manager of WBT, Charlotte. He has not announced his plans, nor has a successor been named at WMCA.

AGENCY Appointments

CONGRESS CIGAR Co., New York, to Schwimmer & Scott, Chicago.

CAREY-McFALL Co., Philadelphia (Betty Ross venetian blinds), to Gray & Rogers, Philadelphia.

L. M. LeBOLD & Co., Rochester, N. Y., to Grady & Wagner Co., New York. Test campaign on three Mid-Western stations.

UNITED ELECTRONICS Co., Newark (transmitter tubes), to A. W. Lewin Co., Newark.

THOMAS L. LEEDOM Co., Philadelphia (Bristol carpets), to Gray & Rogers Adv. Agency, Philadelphia.

DR. D. JAYNE & SON, Philadelphia (Proprietary), to J. M. Korn & Co., Philadelphia.

RIC PRODUCTS, Philadelphia (perfume sticks), to Harry Feigenbaum Adv. Agency, Philadelphia. Radio included in a campaign being prepared.

AFFILIATED PRODUCTS, Inc., Jersey City (Edna Wallace Hopper Cosmetics) to Erwin, Wasey & Co., N. Y.

ALLIED RADIO CORP., Chicago, to Henry H. Teplitz, Chicago.

CHICAGO MOLDED PRODUCTS Co., Chicago, to Almon Brooks Wilder, Inc., Chicago.

AP

KSL, Salt Lake City, Utah.

. . . tops!

Jim Petersen,
News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FRONT ROW CENTER at opening of 12th season of *Iowa Barn Dance Frolic* at Shrine Auditorium, Des Moines, where WHO originates the program, included these smiling agency and station representatives (l to r): June Rollinson, timebuyer for Russel M. Seeds, Chicago, watching for Pinex Cough Syrup; H. P. Peters, of Free & Peters, New York; Mrs. J. O. Maland, wife of the WHO vice-president; Joanne Lively, daughter of a radio amateur operator; William Knodel, sales manager of Free & Peters; Mrs. E. H. Bondurant, and E. H. Bondurant, sales manager of WHO.

GAME HEARD BUT NOT SEEN

So Elson Gets Official Commendation for Neat Job of Describing Game During Fog

BOB ELSON, former sportscaster of WGN, now a lieutenant (s.g.) in the Navy, was commended last week by F. L. Richelderfer, Chief of Bureau, Dept. of Commerce Weather Bureau, Washington, for the manner in which he handled the broadcast on MBS of the Chicago Bears-All Star football game at Chicago's Soldier Field Aug. 28 when it was impossible to see the field after the first quarter of the game because of heavy fog.

Unable to see the field, Elson followed the play-by-play from the public address system, giving no indication of the inclement weather. Mr. Reichelderfer wrote: "Mr. Stanley P. Richardson of the Office of Censorship here has sent me a transcript of your broadcast on the Chicago Bears-All-Star football game at Soldiers' Field, Chicago, on the evening of Aug. 28.

"This broadcast illustrates, better than we could possibly have anticipated, the difficulty with which a sports announcer might be confronted in discussing a game seriously affected by weather conditions which he recognizes must be concealed. I wish you would accept our very sincere congratulations upon the most adroit and, at the same time, satisfactory piece of radio reporting of this kind that has come to our attention.

"The problem of keeping weather information from our enemies is of course a very serious one. If all announcers approach the problem with the same cooperative attitude and deal with it with the same success as you have demonstrated, we can all feel assured of the success of our censorship and the disappointment of our enemies."

FARM NEWS HOOK-UP

6 Clear-Channel Outlets in Magazine Tieup

SIX CLEAR-CHANNEL stations and *Southern Agriculturist* are cooperating to feature farm news program exchange six days weekly. All stations but one use 50 kw. The stations are WSB, Atlanta; WAPI, Birmingham; WBT, Charlotte; WSM, Nashville; WFAA-WBAP, Dallas-Fort Worth; WWL, New Orleans.

Facts about *Southern Agriculturist*, its stories, articles and special departments will be funneled to the 15 million listeners of the South. Beginning with the October issue, the publication carries a two-page spread each month, devoted to radio log highlighting programs of interest, to news and pictures of radio personalities, and to news of stations and the industry.

GEORGE BRYAN, CBS newscaster, leaves for Wright Field, Dayton, as a second lieutenant in the Army Air Corps. Bryan will serve as narrator for motion pictures by the Air Corps.

Rocky Mt. Council Report

THE ANNUAL REPORT of the Rocky Mountain Radio Council for the year ending July 31, 1942, issued recently, summarized the development and progress of the Council. Particular emphasis has been placed upon the part the 19 stations of the Council played in the war effort and America's "strategy of truth".

Moylans' Anniversary

MOYLAN Sisters, eight and ten-year old harmony singers, celebrated the third anniversary of their own network program, Sunday, Oct. 11, in a special broadcast of their regular BLUE series for Hecker Products Co., New York for H-O oats. The sisters were "discovered" for radio by Mrs. I. W. Clements, wife of the head of Clements Co., Philadelphia agency handling the account. Mr. Clements has arranged, produced and directed the girls' broadcasts from the start.

SIDNEY MOSELEY, British news analyst, has started a new series of 15-minute commentaries on WMCA, New York Monday through Friday, 6:30-6:45 p.m.

N. Y. RADIO CLUB HOLDS FIRST LUNCH

FIRST MEETING of the Radio Executives Club of New York for the 1942-43 season was held Oct. 7 at the Hotel Lexington, with Tom Lynch, radio timebuyer of Wm. Esty & Co., presiding in his capacity as this year's president.

Mr. Lyunch opened the meeting with the announcement of the Speakers Committee for the coming year, including Art Tolchin, WHN, New York, chairman; Frankie Basch, Basch Radio Productions; Marvin Kirsch, *Radio Daily*; Maury Long, BROADCASTING; and Murray Grabhorn, BLUE Network. The entertainment consisted of music by Bob Byron, a skit by Mr. Bryon and Miss Basch, and the introduction to club members of Walter Allen, aviation cadet "adopted by the club through the American Flying Services Foundation.

Out-of-town guests included W. C. Wright, Stovin & Wright, Toronto; George Lasker, WORL, Boston; John Carey, WIND, Chicago; Arthur J. Kemp, CBS Pacific Coast Network, and Edwin G. Foreman Jr., The Foreman Co., Chicago.

Music Group Organized To Meet War Problems

TO FOSTER and encourage better wartime music, the National War Time Music Committee with Lyman Bryson, chief of the OWI special operations branch as chairman, was formed last Wednesday composed of representatives of various Government agencies who will pool the facilities of their respective bodies for more and better wartime music.

The Committee's formation grew from a series of meetings called by William B. Lewis, chief of OWI's radio bureau, with representatives of Government agencies. Questions raised by music publishers, songwriters, radio dance band leaders and motion pictures in relation to war effort music will be handled by Jack Joy, War Dept. representative, who will also serve in a liaison capacity for OWI. The group is also concerned with wartime musical activities in communities, school and civic organizations throughout the country.

Bond Series Sponsors

TEN NEW sponsors have signed recently for participations on *Keep Freedom Ringing*, nightly program promoting the sale of war bonds and stamps, on WBYN, Brooklyn, according to William Norins, WBYN director. The advertisers are Nestle-Le Mur Co., New York, for permanent wave, placed through R. T. O'Connell Co., New York, and Marlin Firearms Co., New York (razor blades), through Craven & Hedrick, New York. Placed direct, the others include California Pie Baking Co., Brooklyn; Clix Slide Fastener Co., New York; De Nobili Cigar Co., Long Island City; America Felt Slipper Co., New York; Atlantic Yeast Corp., Brooklyn; Phoenix Candy Co., New York; Modern Biscuit Co., Brooklyn, and Meadow Gold Products Corp., Brooklyn.

Bill Baldwin of KSO interviews James Lewis, Des Moines grocer, on the Crescent Guest-of-Honor broadcast.

"We want our broadcasting to help our dealers build business on many items besides our own."

With that objective, the Crescent Macaroni & Cracker Company started a 13-week test program in March, 1941.

The result? Eighty weeks later, Crescent Guest-of-Honor broadcasts are still running on KSO, three times every week.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. KSO and KRNT are near-twins. Both have 5,000 watts, full time —basic network affiliation —strong trade-recognition —fine records of sales accomplishment.

With Iowa farm-income at a new high . . . with war production adding millions to Des Moines payrolls . . . it's well for you to have KSO and or KRNT on the job, increasing your sales to Iowa's No. 1 market—Des Moines and its extensive trading area.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

AFM Repeat Ban

(Continued from page 9)

by the remainder. Repeat broadcasts are usually made on programs heard in the East in the early evening hours, which would bring them to the West Coast in the later afternoon, so they are repeated to reach the coast in the evening hours there. Repeats may be either live or recorded and in either case a fee is paid to the musicians.

Supplementary Pickups

The third type of rebroadcast is the *supplementary* broadcast, in which the sponsor of a network program has the show recorded in the studio at the same time as it goes on the air over the network. These recordings are then shipped to individual stations, which may or may not be affiliates of the network originating the program and which may or may not be located in cities in which the network broadcast is heard, for supplemental broadcasts.

Musicians were paid regular recording fees for such work, which has been discontinued since the extension of the AFM recording ban to include even the one-broadcast commercial transcription.

In the first two classes of recorded rebroadcasts the stations are considered as part of the network and are paid at network rates. In the third class, the sponsor or his agency deals directly with the station and the station receives its full card rate for the time.

The Jack Benny Sunday evening series is broadcast on the full NBC Network and last year was rebroadcast on the Pacific Coast BLUE Network via transcription. Result was a double coverage of the Coast, once in the afternoon and again in the evening. When the Hollywood local of AFM was asked to make the same arrangement for this year, which entailed the payment of $12 to each musician for the rebroadcast even though no extra work was involved, the local referred the matter to the national board of the union which ordered the rejection of the recorded program.

No question of money was involved in the discussions; the AFM simply refused to allow their men to appear on the show if it were to be recorded for a rebroadcast. Union logic was apparently that since the program had already been heard on the Coast via the network, the rebroadcast fell into the supplementary type, which the union no longer permits.

Bristol-Myers Plan

The case of *Duffy's Tavern* is somewhat different. This program is broadcast on the BLUE Network on Tuesday evenings at a time when the BLUE Pacific Coast Network is occupied with another program and so is unavailable to *Duffy's Tavern*. Its sponsor, Bristol-Myers Co., therefore had planned on a regional delayed broadcast via transcription, the network broadcast to be recorded off-the-line at the station at which the cross-country lines enter the Coast hook-up and later put on the wire to the Coast Network.

This argument of station unavailability, which is held to be no different because a regional hook-up is involved than it would be if individual pressings of the recordings were sent to each station for a delayed broadcast, was rejected by Local 802 in New York, point of the program's origin, however, so a live repeat has been substituted.

To date, these are the only two programs affected, but other sponsors of programs with delayed recorded broadcasts or transcription repeats are wondering whether they will be allowed to continue. Problem would be particularly acute for programs originating from Army camps, as many do these days, since it would be a practical impossibility to tie up the camps' facilities for several hours for a second performance of the same program. In such shows, too, the audience response is an essential part of the broadcast which would be lost if the repeat were aired without the audience.

MARINE KEEPSAKE

All-Marine 'We The People' Record Put in Archives

FOR THE FIRST time in its 167 years of fighting history, the Marine Corps will add a radio recording to the famed momentos in its historical section in Washington—a transcription of the all-Marine *We, the People* program, presented Oct. 4 on CBS. Before being added to the collection, the recording is being furnished the Marine Corps at its request to go on a tour of Marine and Naval posts throughout the world. *We, the People* is sponsored by Gulf Oil Co., Pittsburgh, and the Oct. 4 program featured talks by the first Marine hero of World War II and other Marine officers.

WOV, New York, has inaugurated an engineering course for feminine members of its staff, all of whom have joined the classes.

Repeat by Sealtest Ordered Cancelled

AFTER negotiations under way between New York BLUE network executives and James C. Petrillo, president of the American Federation of Musicians, the Oct. 8 transcribed West Coast repeat broadcast on that network of the half-hour *Rudy Vallee Show*, sponsored by Sealtest Inc. was cancelled.

Second repeat broadcast to be silenced by the AFM transcription ban, the Rudy Vallee Show is released transcontinentally on 8[illegible] NBC stations, Thursday, 10-10:3[illegible] (EWT), with transcribed West Coast repeat on 13 BLUE Pacific Coast stations, Friday, 7:30-8 p.m. (PWT).

Jack Benny Show transcribed repeat was banned as of Oct. 4 with the first broadcast of the season. Ultimatum of no repeat at any price by Petrillo in the instance of that NBC show sponsored by General Foods followed reported willingness by Benny to comply with Los Angeles Local 47 wage demand of $36 per man for recording. Show was released last season via transcription at scale of $12 per man despite the fact that it could not qualify as a repeat, being released transcontinentally on some 97 NBC stations and then switched to [illegible] West Coast BLUE stations for re-broadcast. This year Local 47 catalogued second show as a repeat and set wage scale price at $36 per man for the 18 piece band.

Tom Harington, vice-president in charge of radio for Young & Rubicam, agency producing the *Jack Benny Show*, in Hollywood when the edict was announced, stated that if elimination of the transcribed repeat adversely affected the Crossley rating of the program, a live repeat would be ordered.

Such a procedure it was pointed out, would likely force Benny to change his schedule of Army camp personal appearance shows. Live rebroadcast has been waived by the comedian due to the many shows he'll do from camps this season and time differential while in the East would make it impossible to have soldier audience at 11:30 p.m.

In the CONTROL ROOM

OSCAR GRIFFIN, operator formerly with WSIX, Nashville, has joined WLAC, replacing Dick Turner, who is now a technical radio instructor for the Government.

ORVILLE STANFIELD has joined KDB, Santa Barbara, Cal., as operator-announcer.

ALLEN SMITH, formerly of WHAT, Philadelphia, has joined the engineering staff of WIP, Philadelphia.

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, has been appointed to the faculty of the Drexel Institute of Technology, Philadelphia, to lecture on radio engineering.

MILTON MEYROWITZ, formerly assistant chief engineer of WLIB, Brooklyn, has joined the Navy as warrant officer.

F. SCHLEY KNIGHT has joined the engineering staff of WTOC, Savannah. James Hayes has been promoted to remote engineer.

LEE TAYLOR, control operator of KSL, Salt Lake City, is rapidly recovering from an appendectomy.

PAUL SMITH, engineer of KQW, San Francisco, became the father of a baby boy recently.

JOHN HOOK, technician of KPAS, Pasadena, Cal., has joined CBS, Hollywood, in a similar capacity.

MERRILL DEWITT, formerly special events engineer of KSFO, San Francisco, has been appointed assistant to Al Kees, studio supervisor.

HARLAN RALSTON, former night switchboard operator of WHBF, Rock Island, Ill., has joined the regular shift in the control room.

JOYCE O'CONNOR has joined the control staff of WWNY, Watertown, N. Y.

JOHN MOORE, operator of WJNO, West Palm Beach, Fla., has resigned to attend the Army Signal Corps Training School at Camp Murphy, Fla.

HOWARD A. YUEN, believed the only Chinese technician in a radio station in Northern California, recently joined KSFO, San Francisco, as studio technician. He was formerly with Photo & Sound, San Francisco, as a recording technician.

John Kemphill Deeney Jr.

JOHN KEMPHILL DEENEY Jr., 36, for more than 13 years on the engineering staff of KFWB, Hollywood, died suddenly at his Los Angeles home on Sept. 30 following an apparent heart attack. Mr. Deeney was one of the oldest men in term of KFWB service, and at time of his death was transmitter supervisor. Surviving is his widow, Catherine Deeney, and a son, John Stephen.

KFEL Drops Bonding

CONCURRING to recommendations of a special mediation board of the U. S. Dept. of Labor Conciliation Service, KFEL, Denver, has discontinued the practice of requiring National Surety Bonds from technicians seeking employment. In ruling for the Union, the Board pointed out that "these times of national stress demand the highest morale in the ranks of labor", and that this precaution is harmful and unnecessary since technicians are licensed by the FCC, and their records are filed with the Commission.

Changes at WOR

EDWIN KING has joined the engineering staff of WOR, New York, replacing Harry Bryant, who has joined the Navy as a Second Class Radio Technician. Willoughby Dacosta has replaced Joseph Craig, who resigned as engineer Sept. 18, to enter the Army. Chief engineer of WOR, J. R. Poppele, acted as m.c. during ceremonies attending the award of the Army-Navy "E" to the L. H. Terpening Co., manufacturers of radio equipment for the Army. Presentation took place Oct. 3.

Dr. Herman Besser

DR. HERMAN BESSER, 72, noted radiologist and inventor of the Besser X-ray tube, died Oct. 4 in the West Hill Sanitarium. He was a violinist, physician, publisher of the first magazine devoted to science, and later pioneered in radio. During the first World War he taught radio construction. Many of his students later became military radio operators. He was director of radiology at Lutheran Hospital, member of the Radiological Society of North America, and a diplomat of the American Board of Radiology.

WNEW Raises Wages

TECHNICIANS at WNEW, New York, received a 9-13% wage increase under a collective bargaining agreement completed recently between the station and the American Communications Assn., CIO affiliate. Twenty technicians are effected by the increases, which total $5,450 annually.

EDWARD R. MURROW, CBS London correspondent, is commentator for a film of Dover, now being shown in the United States under the title "Twenty-One Miles".

May Break Music Crisis

(Continued on page 9)

vicious campaigns in labor history in order to prevent a just and equitable solution" for ending the musicians unemployment problem. The resolution went beyond the special report made by the AFM Executive Council the preceding Tuesday and was vitriolic in its criticism of Assistant Attorney General Arnold.

The resolution was adopted unanimously without discussion after it had been read by Matthew Woll, chairman of the Resolutions Committee. It was contended that the controversy "is much broader and more comprehensive than an isolated dispute with the AFM" because "it involves a principle affecting the rights of all organized labor.

Opposition Inferred

Inferred opposition to the NAB Petrillo investigation by NBC and the BLUE network developed last week. While no formal statement was forthcoming, it was indicated in Senate quarters that suggestions had been advanced against holding the investigation before conversations had been opened with Petrillo or AFM. Apparently, the view was that an agreement might be reached to call off the transcription and other bans without the necessity of a legislative inquiry, opening up the whole labor "made work" issue.

On the other hand, proponents of the inquiry, including Senator Clark as author of the resolution, pointed out that the Senate already

ASCAP Pays $1,056,000

CHECKS totaling $1,056,000 were mailed to ASCAP members on Oct. 10, covering the Society's distribution of royalties for the third quarter of the year. This brings the total distribution for the first three quarters of 1942 to $3,106,000. (See earlier story on p. 22.)

BUDAPEST String Quartet, has inaugurated a series of six-weekly Sunday concerts on CBS, originating in the Library of Congress in Washington. The broadcasts are under the auspices of the Gertrude Clarke Whittall Foundation.

CASE HISTORY #20
Rochester Packing Company, packers of
Arpeako Products, has been on WHEC's
Musical Clock for six half hour periods
for 7 straight years

From this plant in Rochester all Central, Western and Southern Tier New York is served.

ARPEAKO MEATS -
ANOTHER NON-STOP SEVEN YEAR SPONSOR ON WHEC

Rochester Packing Co. "knew what time it was" when it began its daily half-hour on the WHEC "Musical Clock" in 1935 . . . Though radio-way this progressive firm's "Arpeako" products have been promoted in Rochester these 7 years *exclusively* over WHEC, we naturally don't claim *full* credit for their present popularity. Rochester Packing, however, insists WHEC take a *big* bow for a *big* share in the amazing sales increases.

"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC
ROCHESTER, N.Y.
BASIC CBS McKinney & Son, Representative

"Secondary Coverage is fine —Primary SALES are BETTER!
Use . . .
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

had ordered the investigation by unanimous vote last month and had appropriated $5,000 for the initial expense.

Meanwhile Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, had not appointed the subcommittee to conduct the investigation. He had stated, however, that the investigation would get under way, though not certain whether it would be undertaken by its full committee or whether Senator Clark would be named to head a subcommittee, picking up where he left off on the preliminary investigation last month.

It is hardly expected that the inquiry will get under way until after the Nov. 3 national elections. Many members of the Senate plan to go home in advance of the elections, either to campaign for themselves or party candidates, or to vote.

So far as Senator Clark is concerned, plans for the inquiry are all set. Requests to appear before the Committee have been filed by some two dozen separate interests and organizations, while many others have indicated their desire to testify. In addition to the testimony of Government agencies affected by the Petrillo bans, representatives of the various trade groups involved—broadcasters, transcribers, juke box manufacturers and record companies—many representatives of civic organizations also have written the Idahoan. He is in receipt of upwards of 700 communications.

One of the most recent AFM actions, through New York Local 802, in declining permission for a series of gratis concerts over an FM network for war bond sales under Treasury auspices, brought renewed criticism of the union, both in Congress and in the public press. Refusal of Petrillo to allow off-the-line recording of network commercials for rebroadcast, on the ground that these fall within the purview of the transcription ban, likewise aroused further indignation in the industry.

Rep. Cox (D-Ga.), in an address to the House last Wednesday, cited the Petrillo FM ban, holding that it barred "bond sale music". It indicates, he said that "Mr. Petrillo has sufficient power to block the Treasury in an endeavor to sell bonds."

Action of the American Federation of Labor at its annual convention in Toronto last Tuesday, in effect supporting the Petrillo fight, also occasioned considerable interest, particularly since AFL officials privately had indicated they were not in sympathy with Petrillo's arbitrary stands in view of the war interests involved, and the injury done the labor movement.

The Executive Council of AFL submitted a supplementary report for convention action, restating in effect all of the claims made by Petrillo in his anti-transcription fight and in an effort to justify his other edicts restraining performances of non-professional musicians.

The report not only supported refusal of AFM to permit its members to make electrical transcriptions and records, but also attacked the Department of Justice anti-trust suit against AFM. Without mentioning Assistant Attorney General Arnold by name, the council charged the Department was seeking through court action to "impose involuntary servitude upon the workers of the country."

The council report said:

For a period of years the American Federation of Musicians has been engaged in a labor dispute with the manufacturers of records and transcriptions, and with broadcasting companies over practices of the said employers, which have caused the unemployment of thousands of musicians affiliated with the American Federation of Musicians.

The employers have not shown a disposition to resolve this important controversy and it became necessary for the members of the American Federation of Musicians to cease work in the making of records and electrical tanscriptions. By unanimous action of a duly accredited convention of the American Federation of Musicians held at Seattle, Wash., June, 1941, its president was directed to inform all members of the American Federation of Musicians to cease work in the making of records and electrical transcriptions.

GETTING INTO the scrap, Niles Trammell, president of NBC, drops some of the metal gadgets from his desk into the network's scrap metal collector. Watching approvingly are Marie Greene, vocalist; Garry Moore, m.c. of the *Show Without A Name* on WEAF, NBC's New York outlet; Frank E. Mullen, NBC vice-president and general manager.

As a result of such order of the convention the anti-trust division of the Department of Justice has instituted a suit against the American Federation of Musicians in an effort to further the individual economic views of the head of said department, which views threaten the destruction of free trade unionism and have been previously repudiated by the decisions of the Supreme Court of the United States.

The civil suit instituted by the anti-trust division of the Department of Justice unfairly aids employers in their arbitrary resistance to a fair and equitable solution of the dispute. The objectives sought by the anti-trust division of the Department of Justice would prohibit the use of peaceful measures in labor disputes, would deny the exercise of freedom of speech and would impose involuntary servitude upon the workers of the country. Therefore the American Federation of Labor condemns the anti-trust division of the Department of Justice for its persistent campaign to destroy constitutional rights of a free and democratic labor movement.

The American Federation of Labor gives unqualified support to the American Federation of Musicians in its struggle to protect the skill and employment opportunities of its members from the destructive inroads made by the arbitrary and unrestricted competition of labor displacing mechanical devices which the musicians are continually called upon to help to manufacture, with the result of destroying their own employment opportunities, which without their help could not be done.

Is Petrillo Foolish?

The *New York Times*, carrying on its editorial crusade against Petrilloism, in its Oct. 7 issue cited the most recent Petrillo actions "telling the American people what they can and cannot hear." The *Times* added that it is "a rare day on which he does not think of some new suppressions."

"Is Petrillo foolish in carrying his campaign so far?" the editorial continued. "Or has he sized up the American politician correctly?"

The *Times* stated Congress "will not dare to take any serious action before election—or even after that." It added that Petrillo and union leaders like him will continue to impose their "private dictatorships at least as long as Congress (1) acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunities from the anti-trust acts; (2) acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunities from the Federal Anti-Racketeering Act; (3) forces employers to recognize and deal with unions but does nothing whatever to compel these unions to conduct their affairs responsibly; (4) re

"WFDF says, 'Focus on the Flint Michigan boom'!"

"IT TAKES A LOT OF THINGS,"

muses Suzy our Steno, "to win public favor. And WSAI has all the things it takes to attract EXTRA LISTENERS for your program . . . EXTRA SALES for your product. Give your product the advantage of our close dealer relations, our sales promotion specialists, our sound and aggressive salesmanship—our unique merchandising."

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

...uns a state of law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off, by boycotts of himself and his employers, or by other means."

Bioff Recalled

The *Washington Post*, in its Oct. 8 issue, alluded to the AFL convention action and predicted that the supplementary report supporting Petrillo would be adopted by the Toronto convention without dissent. Asserting that Petrillo's actions have wrought more damage to the cause of organized labor than all the propaganda of the Assn. of Manufacturers and the U. S. Chamber of Commerce, the *Post* said that as a matter of tactics the Executive Council support of Petrillo at this juncture "would seem almost as solely a blunder as the unwillingness to remove the notorious racketeers, William Bioff and George F. Browne, from the Council until the very eve of their conviction."

A challenge to the broadcasting industry was presented in the *Post* editorial. If the broadcasting companies "really want a showdown with Mr. Petrillo", it recited, "they can have it without waiting for Congress. They can try the experiment of doing without music on their programs—except, of course, for such music as has already been recorded or is not controlled by Mr. Petrillo—and there is a good deal of both available. Not long ago a little show of backbone on the part of the broadcasters brought the greedy and arrogant ASCAP back to the bounds of reason. A little more courage now might have more effect in inducing Mr. Petrillo to change his mind than all the moral indignation in the world."

The War Savings Staff of the Treasury made no formal announcement regarding the New York situation. But it was stated that it had been forced to abandon presentation of a specially prepared musical program over the tailor-made FM network because of the objections by Local 802.

The Treasury had accepted the offer of the Perole String Quartette to play gratis for a series of concerts over the FM network, keyed from WQXR, New York. The New York union contended that the plea for clearance of the program was denied because FM stations did not use any musicians on a regular basis.

Cigar Placements

CONGRESS CIGAR Co., Newark (La Palina), has placed one-minute transcribed spot announcements 42 times a week on WGR, Buffalo, WTOL, Toledo, WGL, Ft. Wayne; 36 a week on WIRE, Indianapolis; 25 a week on WISN, Milwaukee, and station-break announcements on WGN, Chicago. Quarter-hour sport programs have been placed three times a week on WHKC, Columbus, and WWJ, Detroit. Agency is Schwimmer & Scott, Chicago.

A-HUNTIN' they did go, these radio men astride the improvised "mobile unit" of WDAY, Fargo, N. D. They are (l to r) Barney J. Lavin, WDAY manager; Julius Hetland, WDAY chief engineer; Ed Story, of Story and Clark Piano Co.; Nate Lord, general manager of WAVE, Louisville; Dave Henley, WDAY production manager; James L. Free, Free & Peters Inc., Chicago. Standing: Wilbur Hudson, WAVE chief engineer, and Warwick Anderson, Doe-Anderson Advertising Agency, Louisville. Incidentally, Huntcaster Lavin, self-appointed Indian guide for the troupe, claimed he sent the boys back home with more than 50 ducks and 100 pheasants. "We had a pretty good shoot", he reported.

OWI WILL EXPOSE ENEMY PROPAGANDA

EXPOSURE of enemy propaganda as a regular news service available to networks, stations and newspapers for a nominal cost will soon be started, under present plans of the Office of War Information. This service will be prepared under the direction of Matthew Gordon, former CBS news editor and now chief of OWI's foreign service section.

As now planned the service will be prepared in Washington and carried by wire to New York at Government expense for distribution to networks and press associations as well as others interested. The nominal cost is involved in the wire transmission of the service from the OWI's New York office to each company desiring the service.

The service will contain the truth in refutation of Axis versions of the same incident broadcast differently to each country. An attempt will be made, it was said, to present all possible versions along with the facts of any given story. Through the distribution of this type of news it is hoped to make every man his own "news warden".

Graduates Placed

JOE HOLT, formerly of the BLUE's engineering staff, and Bob Coslow, of guest relations, will join the announcing staffs of WKIP, Poughkeepsie, and WKAT, Miami, respectively, having been selected by the station managers of the BLUE affiliates from the BLUE's announcing school, conducted by Gil Martyn, network announcer.

SLOGANS FOR LATINS

Export Group's Campaign to Stress War Effort

EXPORT ADV. ASSN., New York, a group of agencies and firms engaged in foreign advertising, is conducting a contest for the 12 best slogans for use by United States export advertisers in Latin America, to promote unity and victory.

The project was launched by the organization in response to a suggestion from Joseph C. Rovensky, Assistant Coordinator of Inter-American Affairs, that American advertisers include strongly worded patriotic institutional copy in their Latin American advertising, on a par with domestic advertising emphasizing the nation's war efforts.

The contest opened Oct. 1, and closes Oct. 31. Slogans must be in Spanish, and should be sent to W. I. Shugg, chairman, slogan committee, c/o John F. Murray Adv., 41 East 42nd Street, New York. Prize-winning slogans automatically become public property and will be available for use by anyone engaged in Latin American trade. Bonds are awarded as prizes.

'Cornet' Spots

ESQUIRE PUBLICATIONS Inc., Chicago, have appointed Schwimmer & Scott, Chicago to handle the advertising for *Coronet*. One-minute transcribed announcements are being placed on a selected list of stations by Walter Schwimmer, account executive.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WDRC Is The Buy

In Hartford, WDRC is the buy . . . with one low rate for all advertisers . . . national, regional and local. Use WDRC to do a big job at a low cost . . . in this important market. Basic CBS for Connecticut.

CBS

Broadcasters!

LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox"

Words and music by Paul J. Winkoop

and

THE BALLAD WE COULDN'T HOLD BACK

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, INC.

580 Fifth Ave. New York City

Critical Jobs

(*Continued from page 8*)

the data will be dispatched to Selective Service for prompt submission to all draft boards. While no official statement has been forthcoming, WMC officials have indicated that this data now is in process of being transmitted to Selective Service. Transmission of the definitions through BWC is expected to expedite consideration of the plight of the broadcasting and communications fields.

Each of the 100 definitions applicable to standard broadcasting personnel lists (1) common title, (2) dictionary title, and (3) dictionary definition.

Unusual Titles

Many broadcast stations use unorthodox titles for executive staff personnel. Observers pointed out that in order to come within the purview of the official definitions, it would be desirable for stations to adjust titles, where necessary, to conform. This is regarded as of importance, since ultimately the local draft boards will be guided by the dictionary of definitions transmitted to them from Selective Service headquarters following WMC approval.

The titles cover everything from "account executive", who is also known as "sales executive" and "salesman", to "watchman", also known as "protection officer", "guard", "patrolman."

The list of essential occupations in the international broadcasting industry contains 15 dictionary definitions. In preparing this list, however, consideration was given to positions notified for standard broadcast stations, which also includes positions at international stations. Consequently, the list covered only positions peculiar to the international broadcast industry.

For example, an international broadcast announcer was described as one who performs duties of an announcer, but must be bi-lingual.

Essential occupations in the television field totalled 47. Because some of the occupations closely paralleled similar tasks in the theater and motion picture fields, these descriptions varied considerably from those covering oral broadcasting alone.

Typical definitions in the main categories are:

GENERAL OFFICER—May exercise general supervision over the activities of a department for the station or network. Formulates policies for functions of a department. Participates in determination of general company policies with other company officers. Sometimes acts as member of management board or council; may sit as general officer with no direct departmental supervisory responsibilities. Enters into direct business negotiations for the company. May perform duties of GENERAL MANAGER. Also known as EXECUTIVE OFFICER, MANAGEMENT OFFICER.

ACCOUNT EXECUTIVE — Contacts prospective buyers of radio time and submits sample programs to them. Sells time and facilities of the station or network. Acts as liaison between sales department and program department. Executes the various details of drawing up contracts arranging for auditions and may occasionally do some promotional writing. Performs many service operations for clients. Also known as SALES EXECUTIVES, SALESMAN.

ANNOUNCER—May, in dramatic programs, become an integral part of the program or the star of the program. May prepare detailed record concerning each program on which he appears. Reads prepared copy of short announcements between programs, radio station call letters, time signals, etc. Reads prepared copy introducing radio programs, commercial advertising copy, if any; prepared copy of bridges between one portion of a program and another. Broadcasts extemporaneous, eyewitness descriptions of public events, such as parades, presidential inaugurations, political conventions, sports events, etc. May broadcast news, bulletins, etc. May conduct interviews, both prepared and extemporaneous. The extent of his participation in any particular program depends on the nature of the program and runs the gamut from merely opening and closing announcements to actual participation throughout the program.

PROGRAM DIRECTOR (Director, Broadcast)—Is in charge of the actual staging and production of the specific programs assigned to him, including consulting with script writers, re-writing of portions of the script, casting of dramatic performers for their parts, and all other details directly concerned with the presentation of the program. Is subject to the general instructions of the Producer, and may be compared to the Director of a motion picture.

EDITOR, CONTINUITY & SCRIPT—Engages staff, continuity, and free lance writers, supervises their work, and undertakes general editorial functions, including the training of junior staff writers. He has full responsibility for reading all scripts to conform with good taste and company policy and applicable laws and regulations. He may be in charge of non-musical copyright matters, administrative research workers, and those who receive and consider program ideas and scripts from the public; operate routing of scripts from initial point of contact to production. Also known as MANAGER, SCRIPT and CONTINUITY.

CHIEF ENGINEER I, BROADCAST—A department head responsible for development, design, installation and efficient operation, and maintenance of all technical equipment, and the management of technical personnel throughout the Engineering Department of a network or radio station. May be responsible for interpretation of FCC rules and regulations; also, service as liaison with the Commission. May sometimes be called TECHNICAL DIRECTOR or MANAGER OF ENGINEERING.

Cheerioats Spots

GENERAL MILLS, Minneapolis, is issuing commitments for a schedule of one-minute announcements once a week on approximately 105 stations for Cheerioats. One announcement a week will be broadcast on Saturday evening on a 52-week basis. Starting date has not been released. Agency is Blackett-Sample-Hummert, Chicago.

Flamm Buys Half WPAT

DONALD FLAMM, former owner of WMCA, New York, and currently with the overseas branch of the Office of War Information, in New York, has purchased 50% of the stock of WPAT, Paterson, N. J., which is owned and operated by the North Jersey Broadcasting Co. Mr. Flamm's half-interest includes stock which formerly belonged to Rex Schepp, commercial manager of WIRE, Indianapolis, and Frank Falknor, Chief Engineer of WBBM, CBS outlet in Chicago. Mr. Flamm stated he has no intention of giving up his present duties with the OWI, and is thoroughly satisfied with the way WPAT is currently being run by Mrs. James V. Cosman, wife of James V. Cosman, part-owner, now in the Navy. Mr. Flamm also stated that he is subject to overseas call at any time.

HAVERLIN PICKED FOR POST AT OW

APPOINTMENT of Carl Haverlin vice-president in charge of statio relations of BMI, as station rela tions consultant of the Radi Branch of OWI, was announce last Friday b William B. Lewis radio director o OWI. Mr. Haver lin, to work on no salary basi will continue h BMI work as w as his status a New York man ager of NAB. H will devote co siderable tim however, to OWI industry rela tions matters, particularly in con nection with perfection of fi plans of the organization now b ing developed and shortly to b announced.

Mr. Haverlin

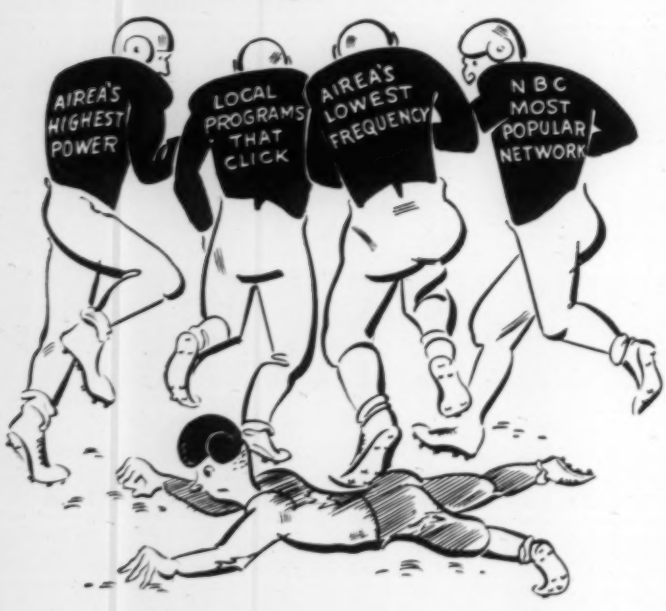
Lt. Leon Levy, president o WCAU, Philadelphia, who has bee assigned temporarily by the Na public relations office in Philade phia to OWI, has been acting a Mr. Lewis' industry relations con sultant for the last few weeks.

Mr. Haverlin will be OWI representative at the series o NAB district meetings to begi Oct. 19 and continue through De 10. He will discuss OWI activitie and plans for more effective co laboration of Government and in dustry on war programming an clearance. Setting up of radio lia son consultants in each of the OW field offices throughout the countr encompasses part of this plan.

Libby Radio Session

LIBBY McNEILL & LIBBY, Chi cago (canned food products), b cause of the shortage of tran portation facilities, has decided t hold its dealer's convention thi year by radio. The company ha purchased a half-hour on the fu BLUE network for Monday No 19 at 4:30-5 p.m. Program detail have not yet been worked out, bu will include origination from var ous parts of the country with sho talks by company executives. Th convention will be programmed fo general audience appeal as wel with entertainment as yet unse lected. Agency is J. Walter Thom son Co., Chicago.

Elmer Diddler's Doings:



GENERAL ELECTRIC

WGY

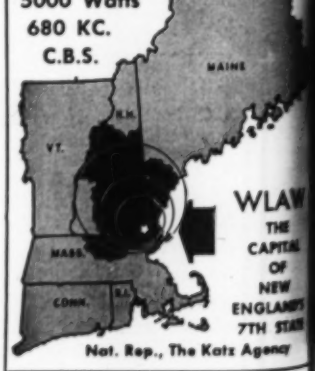
50,000 WATTS
SCHENECTADY, N. Y.

It's tough, Elmer, to buck four powerhouse advantages like those enjoyed by WGY. Whether it's a technical advantage like 'GY's low frequency, or a popularity advantage like 'GY's choice of network, the results are the same—greater coverage, more listeners, airea dominance.

WGY-48

WLAW

Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.



WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Rep., The Katz Agency

Industry Unity

(*Continued from page 8*)

tor from that State, had been approached to take over the presidency of ABA.

While there has been considerable discussion about NAB reorganization, so far as known no names have been mentioned regarding new leadership, if that course is decided upon. A number of board members have asserted that this matter could await any reorganization which might be effected.

Opinion Divided

One segment of the NAB Board is represented as feeling that a change is essential because of current conditions and cites the fact that there have been changes in the NAB executive direction in cycles of three or four years. They have stated that their position is not motivated by any controversy between Mr. Miller and FCC Chairman Fly, which has persisted since the NAB convention in St. Louis 18 months ago, though it has not flared in the open recently.

On the other hand, there is considerable board and industry sentiment in favor of retention of Mr. Miller, particularly since he is under contract until 1944. This group contends that if the board votes for a change, it will not reflect the views of the rank and file of the industry, who, they argue, are preponderantly behind Mr. Miller. Proposal for a referendum of broadcasters, through the 17 NAB districts, had been advanced last week but apparently did not get very far.

Mr. Miller has continued his silence on the whole controversy. Under the Association's by-laws, he is responsible to the NAB Board, which originally retained him in July, 1938.

He originally was retained at $25,000 per year but his salary subsequently was increased to $35,000, aside from allowances, and his contract voluntarily has been extended by the board from time to time, running now until July 30, 1944.

A "streamlining" committee was named by the NAB board early this year. It submitted its report last July, recommending reorganization. That report, however, has not been made public.

Meanwhile, detailed plans have been made by Mr. Miller for a series of NAB district meetings to run from Oct. 19 through Dec. 10. in all of the 17 NAB districts. The dominant theme is radio and the war effort. Representatives of practically every Government agency identified with the war and radio will attend these meetings.

Protest Raised

Protest had been voiced over board approval of these meetings before consideration of the reorganization. Under the original schedule the first meeting was to have held for the First District, comprising the New England states, in Boston on Oct. 19-20. This, however, was shifted to the bottom of the roster and the Third District meeting in Philadelphia has been scheduled on those dates.

Representatives of OWI, Office of Censorship, Office of Civilian Defense, War, Navy, Marine Corps and Treasury Department, will attend all of these meetings, under arrangements made by President Miller. In addition, it is expected that Selective Service, War Manpower Commission and War Production Board will send representatives, all of whom will discuss problems of mutual concern.

The meetings will be held for two days instead of one, because of the heavy agenda arranged. The second day will be devoted to discussion of wartime radio advertising, with sales managers, as well as stations owners, to participate. Lewis H. Avery, newly appointed director of the NAB Department of Broadcast Advertising, will key these discussions.

Mr. Miller is scheduled to discuss "The War Work of NAB" at each of these sessions. Carl Haverlin, newly appointed station relations consultant of OWI, serving part-time in addition to his duties as vice-president of BMI and as NAB New York representative, will address each meeting on "Keeping People Informed on the War".

Gene Carr, of the Office of Censorship, will address the meetings on "Keeping the Enemy Uninformed ". Mr. Carr, former assistant manager of WGAR, Cleveland, headed the NAB Sales Managers Committee last year.

AFM Veto Upsets Treasury FM Plans

War Bond Hookup Dropped, Programs Shifted to WQXR

ATTEMPT of the War Savings Staff of the Treasury Dept. to utilize an FM hook-up for a series of concerts to promote the sale of War Bonds has been vetoed by the New York Local (802) of the AFM and the series will instead be carried by WQXR, New York. Union ruled that despite the patriotic aspect of the projected series, it could not permit its members to appear on FM stations which do not employ regular staff musicians.

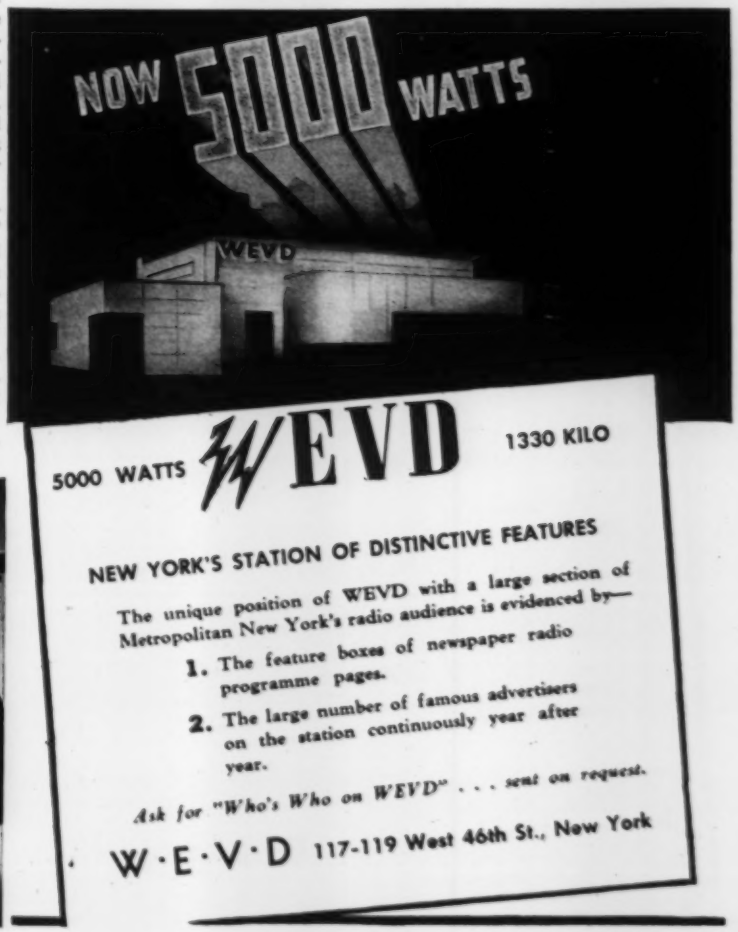
In view of the interruption of FM's development because of the war-caused curtailment in the manufacture of both broadcasting and receiving equipment just as this new kind of broadcasting was getting under way, it is not likely that many FM stations will be able to sell any appreciable amount of time to advertisers and so they can not afford to engage staff orchestras at this time.

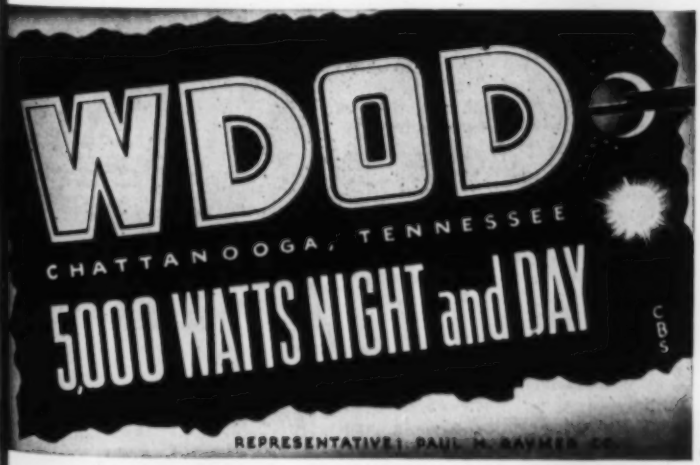
SUMMER PROGRAM RETAINED BY LEVER

CONTINUING the same format, Lever Bros. Co., Cambridge, Mass. (Swan) on Oct. 9 shifted *Tommy Riggs & Betty Lou* on 114 CBS stations, Tuesday, 9-9:30 p.m. (EWT) to 121 NBC stations, Friday, 7:30-8 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). The program was originally utilized as a summer replacement for the CBS *Burns & Allen Show* (Swan) which resumed Oct. 6. Besides Riggs and his imaginary Betty Lou, cast includes Wally Maher as her boy friend; Verna Felton, comedienne; Anita, vocalist. Felix Mills is musical director, with Frank Graham, actor-announcer. Writers include Sam Perrin, Jack Douglas, George Balzer. Glenhall Taylor is Hollywood producer of Young & Rubicam, assigned to the show.

The *Burns & Allen Show*, utilizing its same list of stations and CBS network time as last season, continues to feature Jimmy Cash, tenor; Six Hits & a Miss, vocal group, with Bill Goodwin, actor-announcer. Paul Whiteman is musical director. Henry Booream is Young & Rubicam, producer, with Al Scalpone as assistant. Writers are Frank Galen, Keith Fowler, Harvey Helm, William Burns and Paul Henning.

EYEWITNESS accounts of our nation at war as reported by Associated Press foreign correspondents and adapted for radio by Frederic W. Ziv Inc., New York, are sponsored locally on 52 stations under the title *Eye-Witness News*.


NOW 5000 WATTS
WEVD
5000 WATTS WEVD 1330 KILO
NEW YORK'S STATION OF DISTINCTIVE FEATURES
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—
1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.
Ask for "Who's Who on WEVD" . . . sent on request.
W·E·V·D 117-119 West 46th St., New York



Radio's War Role

(*Continued from page 7*)

production of leaflets for airplane distribution.

"I feel that money appropriated for the construction and operation of radio stations, will further the war effort. It is understood, however, that all of these activities undertaken in connection with the Army will be conducted under the supervision of and in accordance with War Dept. policies. This applies particularly to radio programs."

That the Government, through OWI, is spending $7,068,000 for the expansion of shortwave facilities from the present 14 transmitters to a total of 36—all to be operated privately — was disclosed during the hearings. This is aside from approximately $1,000,000 to be spent jointly by OWI and CIAA for the purchase of all of the time of these stations, to defray overhead.

Milton S. Eisenhower, deputy director of OWI, and Robert E. Sherwood, playwright, in charge of its Overseas Branch, told the committee about these projects. Mr. Eisenhower explained that some of this $7,000,000 will be used for "facilities to go in England and some in Australia", but that "by far the bigest item is for stations to be built in the United States".

Mr. Sherwood confined previously published reports that these stations will be built along the East and West Coasts preferably at locations of existing transmitters, to cut down on need for personnel and to make for economy in operation, and that they will be in the hands of present licensees for the most part.

SWING BY SWING. Raymond Gram Swing, newest recruit to the corps of BLUE news commentators tickles the ivories at a beefsteak party welcoming him to the network. Described as about to raise their voices in song are (l to r): John Gunther; Mark Woods, president of BLUE; Phillips Carlin, BLUE vice-president in charge of programs, and John Vandercook. Mr. Swing's BLUE series is sponsored by Socony-Vacuum Oil Co.

Option to Buy

Asked what equities the Government will have in these transmitters after the war, Mr. Sherwood said "it is a question of complete Government ownership, but with each company, where the transmitter is located at its location and the technical operation conducted by that company, there is provision for an option to buy by the private company."

Mr. Eisenhower explained that OWI will pay two-thirds of the $1,000,000 spent in purchasing all of the time of the shortwave stations, with the CIAA paying the other third, because it will be using a third of the time. The cost of the time is based on total cost of operation of the stations, he said, with no profit. "There are allowances for depreciation, but the basis of all of these contracts is absolute cost," he added.

Mr. Davis estimated that the Nazi propaganda expenditures ran from $220,000,000 to $500,000,000 a year. Mr. Sherwood pointed out that the Germans have some 68 shortwave transmitters plus all those seized in the conquered countries and that they are completing 20 new ones, each of 200 kw., or more than four times the power of the average American station. The plan for expansion of our shortwave facilities, he said, outlines the basic minimum requirements which must be met by this country in international broadcasting "if the voice of America is to play a leading role in the world broadcasting picture".

Mr. Sherwood said the plan is based on the following principles: (1) The use of all the time of existing and future shortwave broadcast transmitters by the OWI and the CIAA, in accordance with program schedules mutually agreeable; (2) the purchase, from existing licensees, of 24-hour operation and maintenance service for all the transmitters; (3) the contracting for program production as needed, in accord with the specifications of the OWI and the CIAA; (4) the purchase by the Government of additional transmitters required, and the contracting with station licensees for the installation and maintenance thereof at existing location, as specified; (5) the negotiation for improvements by licensees of existing facilities as required; (6) the licensing by the FCC of existing licensees to operate the facilities in accordance with the plan; (7) the pooling and coordination of all international broadcasting frequencies to provide an integral system, functioning as a single unit instead of as individual stations; (8) pending consummation of the plan, the BWC to allocate for international broadcast use all available operating facilities."

Sharing of Costs

Mr. Sherwood said the communications facilities bureau of his branch now has 154 employes and is asking for 231. This bureau, he said, is required to establish, operate and supervise all communication facilities used by the branch in the conduct of psychological warfare on a global scale.

In breaking down other radio expeditures of OWI, Mr. Eisenhower brought out that cost of records and transcriptions for the Radio Bureau, and for live talent, amounts to $361,299 for the year. The transcriptions are used over non-network stations, he explained. In addition to the $1,000,000 cost of leasing time over the shortwave stations, shared with CIAA, he said that certain program costs are shared also, with OWI paying about $200,000, and CIAA about double that amount.

Mr. Fly said supervision of the foreign-language field has been more or less hit-or-miss since the war began. He told the committee the time is overdue for an organized and scientific approach to the program service problem. Seeking $16,240 for this work, he said the planned activity will make available for the first time complete data on all foreign language programs service in terms of communities types of stations, types of programs, the languages in which programs are broadcast, relations time brokers to programs in various areas, coverage, the tendency to eliminate or expand foreign-language service, the degree of delegation of control of stations, ad

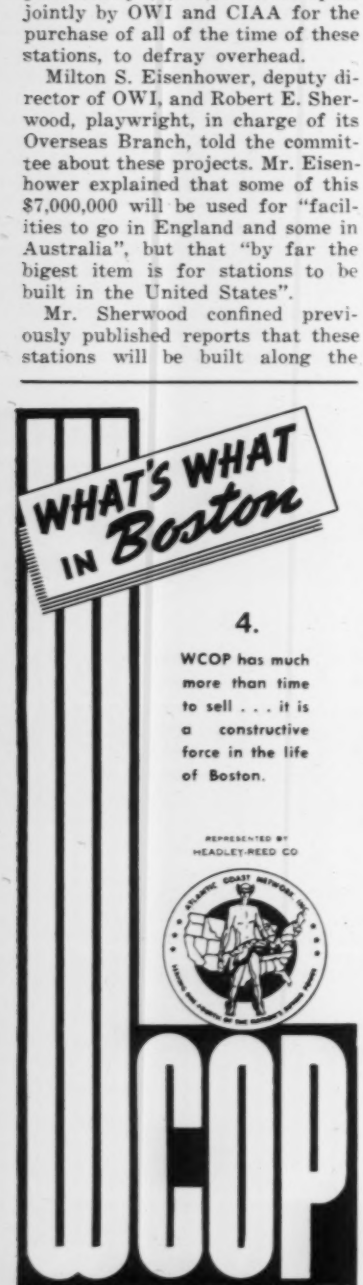
WATSON IS GIVEN ARMY MAJORITY

BROOKS WATSON, administrative executive in the Radio Branch of the Army Bureau of Public Relations, last Monday was commissioned a major in the Army Specialist Corps. He retains his present duties.

Maj. Watson joined the Radio Branch in April, 1941, as a civilian. He left the program directorship of WMBD, Peoria, to join the staff of Lt. Col. E. M. Kirby, chief of the Radio Branch. In line with new Army policy, it is expected other civilians on the staff of the Radio Branch will be commissioned in the near future. This will make them eligible for foreign service and other field duties.

Capt. Hal Rorke and Lt. Maurice M. Boyd, former radio men assigned to the public relations branch of the Army Air Forces, have been transferred to the Radio Branch under Col. Kirby. Capt. Rorke formerly was assistant director of publicity of CBS in New York, and prior to that handled publicity for CBS in Hollywood. Lt. Boyd formerly was local and spot sales manager for NBC in Chicago.

The Radio Branch has removed headquarters from the Munitions Building to the New Pentagon Building, in Arlington, largest office building in the world. Headquarters are at Room 2-C-858. Telephone branches remain the same (Republic 6700, Ext. 3867, 4787, 4788).


WHAT'S WHAT IN Boston
4.
WCOP has much more than time to sell . . . it is a constructive force in the life of Boston.
REPRESENTED BY HEADLEY-REED CO
WCOP
BELONGS ON YOUR SCHEDULE

quacy of service to the needs of the area, extent of monitoring by licensees, and other data.

For checking the personnel of international and domestic foreign-language stations, and for the telegraph efficiency inquiry, Mr. Fly said the Commission seeks $92,960 on an annual basis. For the labor supply study, which he declared was requested by the War Manpower Commission, a fund of $38,460 annually is required, he said. He declared the personnel situation is very critical in these communications fields, including broadcasting.

Secret Project

The fifth project, in the field of international communications, was labeled secret, and was related to the Committee off the record. The last project, expansion of FBIS, seeks $453,031 additional for 148 employes and for other expenses. The regular appropriation, he said, carried $1,271,818 for 417 FBIS employes.

A grand total for the Radio Division of CIAA of $2,067,000 was requested by Mr. Rockefeller, in his testimony before the subcommittee on Sept. 30. Of this amount $1,730,000 was listed for special projects, relating to the "improvement of and expansion in shortwave radio facilities for broadcasts to other American Republics." A total of $1,805,000 was for personal services and special projects.

Mr. Rockefeller explained that supplemental radio funds are sought to enable the Radio Division to engage in two activities not provided for in the initial appropriation for the 1943 fiscal year. Both are now necessitated by the rapidly evolving wartime developments affecting inter-American relations, he said. Total requirements for the remainder of the fiscal year, to carry on longwave broadcasting in the United States, as well as for shortwave broadcasts amount to $262,000, of which $12,000 is for salaries. He explained the OWI arrangement, covered in the testimony of OWI witnesses. He gave the committee a breakdown on how the $250,000 would be spent for domestic programming, on time donated by stations and networks, to further hemispheric solidarity. The series would be highlighted by a 13-week effort of Orson Wells, who has agreed to write and produce the program about the South American Republics. This would cost about $40,000 for production and talent, with Mr. Wells contributing his services.

ROBERT ST. JOHN, NBC commentator recently returned from London, will be heard in a special broadcast on NBC Oct. 12 in connection with the second annual "Meet the Author" session, sponsored by the *Philadelphia Record*, and the Philadelphia Booksellers Assn. St. John is the author of *From the Land of the Silent People*. Stephen Vincent Benet, who wrote the NBC series, *Dear Adolph*, will also speak.

NOT FOR SALE but the tire serves to frame Bud Thorpe, sportscaster of KLZ, Denver, who is sponsored by Goodrich Silvertown stores in that city to broadcast *Football Scoreboard* each Saturday evening. Commercials do not mention tires for sale; instead sales talk is devoted to sports equipment, radios and gifts for sale at Goodrich stores. Cecil Boyd (l) and Art Knight (r), Goodrich managers, approve the proceeding.

OIL COMPANY SHOW ON EIGHT OUTLETS

EIGHT stations are at present included in the network handling *Sunday Down South*, variety show sponsored by the Lion Oil Co., El Dorado, Ark., originating at WSM, Nashville, and heard Sundays from 4:30-5 p.m. in the South Central territory. Addition of other outlets is contemplated.

Series opened Oct. 4, under a 13- week contract, with option on time and talent for a full year. Program, featuring a 22-piece WSM staff orchestra, harmony teams, singers, violinist and an m.c., is set in a mellow southern atmosphere.

Besides WSM, the "Lion Network" includes KFPW, Fort Smith, Ark.; KUOA, Siloam Springs, Ark.; KELD, El Dorado, Ark.; KARK, Little Rock; WJDX Jackson, Miss.; KCMC, Texarkana, Tex., and WMC, Memphis. Agency is Anfenger Adv., St. Louis, with Vernon Morelock, radio director, formerly with KXOK, St. Louis, in charge.

Eversharp Shift

EVERSHARP Inc., Chicago (pens, pencils), on Oct. 11 shifted *Take It or Leave It* on 115 CBS stations, Sunday, 10-10:30 p.m. (EWT) from New York to Hollywood for 8 weeks or more. Phil Baker continues as m.c. Edgar (Cookie) Fairchild is musical director for the show during its West Coast origination, with Ken Niles holding down the announcer assignment. Bruce Dodge, New York producer of the Biow Co., agency servicing the account, continues in that capacity. Show is shortwaved to AEF, Wednesday, 7-7:30 a.m. (EWT).

Drug Program On WJBK

CUNNINGHAM DRUG Co. News Broadcasts will be heard on WJBK, Detroit instead of WJLB, as erroneously reported under the heading *Spots to Reach All Time High This Year*, BROADCASTING, Oct. 5.

Fall Championship Tuned In by 30%

Data Submitted by the CAB Show Baseball Listening

OF THE RADIO set owners in the United States, 30.1% listened to the World Series games, broadcast on Mutual Sept. 30, Oct. 1, 3, 4, and 5, sponsored by Gillette Safety Razor Corp., Boston, according to measurements revealed by the Cooperative Analysis of Broadcasting. The percentage of set owners tuned in on the games ranged from 21.3 to 32.8, with 30.1% representing the average rating for all broadcasts.

Figure for the St. Louis Cardinals vs. New York Yankees series compares favorably with World Series broadcasts of previous years, heard exclusively on Mutual since 1939. In that year, the New York Yankees vs. Cincinnati Reds series received a CAB rating of 21.3, while the 1940 games between the Reds and the Detroit Tigers attained a 25.2 rating.

Record for a one network presentation of the World Series was made last year when the Mutual broadcast of the Brooklyn Dodgers vs. New York Yankees games was rated at 32.8. Highest figure to be reported by the CAB for the World Series, was 1935, when 35% of U. S. set owners tuned in on the Detroit Tigers vs. Chicago Cubs series, broadcast on NBC-Red, NBC-Blue, CBS and Mutual. Maxon Inc., New York, is agency.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

X-DAY

X-Day is the day that comes after M-Day and V-Day.

X-Day is the unknown quantity that comes after the war.

Will people remember your product then? Will your name be as familiar, your reputation as solid as it is now? Or will *you* be an unknown quantity when X-Day comes?

Sound management is planning for X-Day, laying the foundation now with goodwill advertising . . . radio advertising, which gives your customers something they value—entertainment—to remember you by!

CFRB
TORONTO
860 KILOCYCLES

buy MAINE Strength
WGAN
560 KC
5000 WATTS
—Portland, Maine—

"...very pleased with the program content and listener response."
KGKB

● If you are an ASCAP-licensed station you are entitled, without cost, to the shows prepared by the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
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WCAR
Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. ● Chicago ● New York

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

'Bribery' Charge

(*Continued from page 7*)

stood to be in the Midwest) and that five of seven commissioners were mentioned.

Mr. Wigglesworth told the House he did not know whether the charges were true or false but understood on reliable authority that they had been made. If they are true, he said, they certainly "increase the volume of smoke around the activities of the Commission and afford further justification for a thorough-going investigation." He said he thought the Commission owed it to itself, to Congress and to the public to clear up the situation "at the earliest possible moment."

Alluding to his cross-examination of Mr. Fly during the appropriations hearings, which were in executive session, Mr. Wigglesworth said that when the stenographic record went to the FCC "someone in that agency attempted to delete the entire set of questions and answers which you will find on the pages I have referred to."

Mr. Farnham, who was a Classmate of Chairman Fly at Harvard in 1926, was retained by the FCC last February as special counsel on a per diem basis to investigate these complaints of improprieties. A private hearing was held last June in Chicago on certain aspects of the industry. A number of broadcasters, including Mr. Pickard, appeared at this hearing, presided over by Commissioner Ray C. Wakefield.

Called 'Improper'

Describing his examination of Mr. Fly on the Pickard matter, Rep. Wigglesworth told the House he understood the record will show in fact that Mr. Farnham "reported that in his advocacy of a certain network's stations at a time when Mr. Pickard was anticipating an early association with that network, his actions with respect to certain reallocations would clearly justify the Commission in finding that his conduct in office to be grossly improper."

He said he understood further the record would show Farnham had reported from several independent sources that charges had been made to the Commission investigators that an ex-commissioner, while a member of the Commission, "had accepted favors from a network which included financial emoluments in return for favorable official treatment on his part." He said he had asked Mr. Fly about all these matters.

Mr. Fly, Rep. Wigglesworth, related, said that Mr. Farnham had reported an oral conversation about the purported "payoff" but that it was not in sworn testimony though it was roughly what Mr. Wigglesworth understood. The Congressman had asked whether Mr. Farnham had reported that "one of your licensees had admitted under oath that he had mysteriously turned over to his attorney some $4,000 worth of U. S. Government bonds, his personal property, in order to acquire certain facilities which he had asked the Commission for and which he had a list of the five members of the Commission who would or had voted favorably in the case."

INSTRUCTION in sound effects is being received by two pupils from Harry Saz, sound effects director of NBC, Hollywood, during recent session of the first such class for women employes of the network. Inaugurated as a precautionary measure in the event of a shortage in technical personnel, initial feminine class is limited to 25. Neophyte noise-makers and teacher (l to r) are: Kathleen Kelly, secretary to Lew Frost, assistant to Sidney N. Strotz, Western division vice-president of NBC; Clara Groves, program ticket distributor, guest relations department, and Mr. Saz.

Mr. Fly said no statement was made under oath and that at the time this broadcaster, whose identity was undisclosed, had testified under oath "the statement was much narrower than that."

"I understand," continued Rep. Wigglesworth, "that the record will show that Mr. Farnham reported that temporary authority to operate at night was given to a licensee; that subsequently the licensee was advised by his attorney that the time had come to pay off those who had voted favorably; that he in fact paid to his attorney $1,000 in cash and $4,000 in Government bonds; that he produced a notebook in which were written the names of the seven members of the Commission, against five of which was written the word 'yes', against one of which was written 'absent, not voting', and against another one of which was written 'present and not voting,' or words to that effect.

"I further understand that when subsequently asked to make the same statement under oath, the licensee made a somewhat similar statement, but denied being told that the money was to go to the Commissioners and stated that he had destroyed the notebook, the book subsequently making its appearance, the particular leaf in question having been destroyed."

Conflict Appears

Mr. Wigglesworth said that finally he asked Chairman Fly whether he did not testify before a Senate committee as a result of the Farnham report that "you expected that criminal action would be taken against the officers of one of the networks."

Mr. Fly responded he had never so indicated and that he would not make such a statement. He said "I doubt that I would make such a prediction, and, as a matter of fact, I should not make such a prediction in advance of the facts, and I did not have any basis for such a statement in that case."

Rep. Wigglesworth said that "we must, of course, accept Mr. Fly's statement in this connection. My understanding has been, and I thought from reliable sources, that Mr. Fly did, in fact, testify before the committee that an officer had been involved in matters under investigation and that criminal action might result."

Mr. Fly's subcommittee testimony revealed that Mr. Wigglesworth sought to learn whether Mr. Fly had approved retention by Mr. Pickard of Morris Ernst, prominent New York attorney and counsel for the American Civil Liberties Union, as his lawyer in the proceedings. Mr. Fly denied that Mr. Ernst was hired with his "approval," but, on a further question, said he had no objection to the appointment. He said it was "not my business to select counsel." Mr. Fly said that he had never recommended an attorney to anyone and never expected to.

Mr. Fly told the subcommittee that the investigation was still in progress. Asked by Mr. Wigglesworth whether the material had been turned over to the Attorney General, Mr. Fly said it had not and he could not say that such a course would be indicated." Asked when he expected the matter would be "coming to a head," Mr. Fly said he thought the Commission would finish the job in a few weeks or a month. He added he could not give a precise time, but that he thought it would be closed out "at a very early date."

Mr. Wigglesworth told the House that the Commission recently had appointed Russell Clevenger as head of its publicity force, describing him as a man "who formerly was publicity agent for Broadcast Music Inc., which was entirely owned by the networks and their stations, as I understand it." Mr. Clevenger joined the FCC some six weeks ago as information director, after a distinguished career as public relations counsel, in the advertising agency field and with the *New York Times*.

Book for Children

NILA MACK, producer, director and writer of the CBS children's series, *Let's Pretend*, has written a popular presentation of the present world situation, titled *Animal Allies*. Allies and enemies are depicted as animals in the book, which is designed to give young people an understanding of the need for Unity among the Allied Nations. Julius Messner, Inc., New York, is publisher.

Network Hearing

(Continued from page 58)

tion than do the other networks.

Opening the argument for injunctive relief against the application of the FCC rules, John T. Cahill, RCA-NBC chief counsel, charged that the examples used by the FCC "are anti-trust cases and nothing else," despite the fact that the FCC has been denied the power to deal with anti-trust matters and that Section 311 of the Communications Acts states that the Commission may refuse a license only after a Federal Court has found the applicant guilty of anti-trust law violation.

The authority granted the FCC to make special regulations for network stations is only one of 18 subsections of that part of the Act, he declared, all the rest of which refer to specific powers of the Commission such as assigning call letters and frequencies, determining station location, regulating the kind of apparatus to be used, inspecting radio installations, etc. To lift this single clause out of context and make it cover more than the technical applications of the rest of the section is a "patent absurdity," he declared.

FCC Power Not Disputed

There is no dispute, Mr. Cahill said, with the FCC's power to make regulations regarding such technical matters as the assignment of frequencies, but "we do dispute the Commision's power to abrogate discretion for arbitrary rules where it is ordered to use discretion," he stated. Averring that in its new rules the FCC is "attempting to enforce unlimited competition, regardless of the consequences," he contended that the non-exclusive option proposed by the FCC would make it impossible for a network to secure the kind of option which is demanded by the national advertisers who are the sole support of network broadcasting.

Describing the hearings conducted by the FCC on the whole network situation as "vague and formless," he argued against the FCC's request that further introduction of evidence be precluded, stating that the parties should be permitted to submit facts to show the relationship of the rules, which had not been advanced at the FCC hearings, to the Communications Act.

Charles Evans Hughes Jr., representing CBS, opposed the FCC's request for summary judgment, pointing out that if the court holds that the Commission has exceeded its authority in its new regulations it will grant a permanent injunction against their application and thus end the case. But, he argued, if the court finds that the Commission has the authority to promulgate such rules, the question still remains as to whether the rules are arbitrary and capricious and so should be set aside.

AT EASE IN WILDS of Northern Minnesota at Camp Idlewild on a recent fishing trip are (l to r) M. Lewis Goodkind, vice-president and radio director of Goodkind, Joice & Morgan, Chicago, his son, Kenny, and Emmons Carlson, promotion manager of NBC.

Stating that the summary judgment is inappropriate since it precludes further findings, he contended that the question of admission of evidence should be settled only after the court has ruled on the preliminary injunction. The FCC hearings, he said, were a general exploration and not an argument on rules which had not yet been formulated and that record is not the kind on which a case should be solely based.

Precludes Further Findings

Arguing against the proposal to limit a preliminary injunction to the ruling on option time (3.104), Mr. Hughes declared that because NBC has given up certain contractual practices objected to by the Commission does not mean that CBS has no case. Perhaps the fact that CBS retains them enabled NBC to get along without them, he added.

Admitting that the option time ruling is principally involved, since inability to inform the advertiser definitely what stations can be delivered would jeopardize the sale of time and so threaten the networks' very existence, he declared that exclusive affiliations contracts are just as important. CBS must be able to control the time of its affiliates in order to make up for the time it withdraws from the market in order to present sustaining programs of cultural and educational value. Application of this FCC rule would be bound to result in a general lowering of program standards, he averred.

Territorial Exclusivity

Regarding territorial exclusiviay (3.102), Mr. Hughes said that this is a consideration CBS can use to secure what it wants from the stations, adding that it is impossible to tear a contract apart and take out one clause or another without ruining the whole thing and that by and large the stations must think it is a good contract or they wouldn't accept it. If an injunction is granted on 3.104 only, he continued, and the FCC puts its other rules into effect, then all affiliates will demand new contracts anyhow, so such an injunction would be of little value to CBS.

Asking if the regulatory powers of the Commission extend to the terms of the contracts by which the networks agree to supply a regular amount of programs to stations each week, he agreed with Mr. Cahill in accusing the FCC of taking a clause out of context when it interprets the subsection authorizing special rules for network stations as giving it the power to regulate network affiliates.

The FCC has based its regulations solely on the Sherman Act, he stated, adding that this should not be the sole criterion since other laws also affect the public interest.

NAB SCHEDULE

REVISED schedule for 1942 district meetings:

3—Philadelphia, Pa. (Benjamin Franklin Hotel), Mon.-Tues., Oct. 19-20 (Del., Pa.).

4—Pinehurst, N. C. (Carolina Hotel), Fri.- Sat., Oct. 23-24 (D. of C., Md., N. C., S. C., Va., W. Va.).

5—Jacksonville, Fla. (Geo. Washington Hotel), Sun.-Mon., Oct. 25-26; Atlanta, Ga. (Henry Grady Hotel), Wed.- Thurs., Oct. 28-29 (Ala., Fla., Ga., P. R.).

6—Nashville, Tenn. (The Hermitage), Fri-Sat., Oct. 30-31 (Ark., La., Miss., Tenn.).

12—Tulsa, Okla. Mon.-Tues., Nov. 2-3 (Kan., Okla.).

13—Dallas, Tex. (Baker Hotel), Thurs.-Fri., Nov. 5-6 (Texas).

14—Salt Lake City or Ogden, Utah, Mon.-Tues., Nov. 9-10 (Col., Ida., Utah, Wyo., Mont., western S. D.).

16—Los Angeles, Cal. (Ambassador Hotel), Thurs.-Fri., Nov. 12-13 (Ariz., So. Cal., N. Mex.).

15—San Francisco, Cal. (Fairmont Hotel), Mon.-Tues., Nov. 16-17 (No. Cal., Nev., T. H.).

17—Portland or Seattle, Ore., Thurs.-Fri., Nov. 19-20 (Alaska, Ore., Wash.).

11—Minneapolis, Minn. (Nicollet Hotel), Tues.- Wed., Nov. 24-25 (Minn., N. D., eastern S. D., western Wis., Ironwood, Mich.).

10—Des Moines, Ia. (Fort Des Moines Hotel), Fri.-Sat., Nov. 27-28 (Ia., Mo., Neb.).

9—Chicago, Ill. (Palmer House), Mon.-Tues., Nov. 30-Dec. 1 (Ill., sou. and east. Wis.).

8—Indianapolis, Ind., Wed.-Thurs., Dec. 2-3 (Ind., Mich., except Ironwood).

7—Columbus, O. (Deshler-Wallick), Fri.-Sat., Dec. 4-5 (Ky., Ohio).

2—New York, N. Y., Mon.-Tues., Dec. 7-8 (N. Y., N. J.).

1—Boston, Mass., Wed.-Thurs., Dec. 9-10 (Conn., Me., Mass., N. H., R. I., Vt.).

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 3 TO OCTOBER 9 INCLUSIVE

Decisions . . .

OCT. 6

WINS, New York—Three applications granted increase power, new transmitter site, operate full time. (1. Extend completion date on CP for 50 kw until Nov. 3, 1944; 2. CP increase power 1 to 5 kw; 3. CP increase power 1 to 10 kw.)

KVOO, Tulsa—Granted modified CP for changes in directional antenna contingent on installation of antenna providing proper protection of WWVA.

WWVA, Wheeling—Granted modified CP change night directional antenna contingent on measures to protect KVOO when material and engineers are readily available.

KWFT, Wichita Falls, Tex.—Designated for hearing application to increase night power, change antenna.

WCSH, Portland, Maine—Designated for hearing application new transmitter.

WISH, Indianapolis—Designated for hearing application increase night power.

NEW, Olympic Broadcasting Corp., Bremerton, Wash.—Designated for hearing application for CP on 1540 kc with 500 w unlimited.

WBRB, Red Bank, N. J.—Designated for hearing application CP change antenna system, move studio, transmitter sites, renew license of station destroyed by fire and off the air since Feb. 16, 1941.

KGGM, Albuquerque, KVSF, Santa Fe, N. M.—Dismissed without prejudice applications for CP.

KFDM, Beaumont, Tex.—Dismissed without prejudice application for CP.

Granted renewals of license to the following until Feb. 1, 1943: KFJB KFXD KHAS KVNU WAJR WBOC WCAT WDSM WHBY WHOP WISE WJOB WOLS WRBL WTOL.

Granted renewals of license to the following until April 1, 1943: KAVE KVSO WCOU WFTM WINN WJLS WGAC WJW WOMT WPID WSAY.

Granted renewals of license to the following until June 1, 1943: KPDN KROC KSUB KVIC KVOL KWOC WAML WCLS WCMI WDAK WGAA WGAU WINX WLNH WMFF WSAJ.

OCT. 7

NEW, Hughes Productions, Division of Hughes Tool Co., Los Angeles, and San Mateo County, Cal.—Granted continuance for 60 days re application new television stations.

WINK, Louisville—Granted continuance until Nov. 13.

W55NY, New York—Granted continuance 60 days until Dec. 14 re application modify CP.

NEW, Northeastern Penna. Broadcasters, Wilkes Barre—Reserved decision one week re further hearing application for new station.

NEW, Hennessy Broadcasting Co. and Barclay Craighead, Butte, Mont.—Dismissed without prejudice applications for new station.

WOKO, Albany, N. Y.—Dismissed without prejudice application CP.

Applications . . .

OCT. 5

KVOO, Tulsa—Extend special service authorization.

OCT. 9

WOW, Omaha—Voluntary assignment of license from Woodmen of the World Life Insurance Society to Radio Station WOW, Inc.

Tenative Calander . . .

KFSD, San Diego, Cal.—Modify CP for 600 kc with 5 kw unlimited (Oct. 14).

NEW, Larus and Brother Co., Richmond, Va.—CPs for A3 Emmission on 1646, 2090, 2190, 2830 kcs with 40 and 35 w unlimited. (Oct. 15)

KSIL, St. Louis—Modify CP for 45,100 kc, 13,000 sq. mi., unlimited (Oct. 16).

WJLS, Beckley, W. Va.—CP for 560 kc., 100 w N, 250 D, unlimited.

BECAUSE Martin Block Publishing Co. Inc., chartered in New Jersey, is unable to operate in New York State due to a conflict of names with Paul Block & Assoc., publishers located in New York, a separate firm has been chartered in New York as of Sept. 29, under the name Martin Block Music Inc.

CBS Aids OWI

AN OFFICIAL news channel for the OWI for the duration will be the CBS *School of the Air of the Americas*, according to a Federal announcement by Lyman Bryson, CBS director of education and OWI consultant. A regular CBS series during the school season for several years, the program is presented in cooperation with the National Education Assn., and is to be aired Monday through Friday, 9:15-9:45 a.m., starting Oct. 5.

BUS PLUGS are used by WKBN, Youngstown, to promote its 1942-43 CBS programs in a bus card campaign appearing in Youngstown and Warren, O., and New Castle and Sharon, Pa. By using a second card and printing on both sides of the card, eight CBS shows are promoted on a staggered schedule.

'Premium Pay' Order Exempts Radio, Miss Perkins Declares

Effect of New Stabilization Policy on Salaries Below $5,000 Level Awaits Clarification of Details

DISCOVERY that the broadcasting industry is exempt from President Roosevelt's Executive Order on "Premium Pay" was reported last week following issuance of a statement by Secretary of Labor Frances Perkins, which clearly covers broadcast operations. The NAB had sought exemption from the "premium pay" order on the ground that broadcasting is a "seven-day industry" and should not be subjected to time and one-half overtime provisions for holiday work [BROADCASTING, Oct. 5].

Joseph L. Miller, NAB Director of Labor Relations, said last Wednesday that Secretary Perkins' statement clearly solved any problems that had arisen as a result of the executive order, since radio was now clearly exempt. Decision to petition for exemption was reached by the NAB following a meeting of its Labor Committee in Washington on Sept. 30.

Meanwhile confusion clouded the status of salaries below the $5,000 level under the Administration's new wage and salary policy, promulgated by President Roosevelt following Congressional approval of the anti-inflation bill. Newspapers and semi-official spokesmen issued conflicting opinions on the extent to which this wage group was involved in the freeze.

WLB Chief Statement

First official interpretation came from Chairman William H. Davis of the War Labor Board, who in a mid-week press conference declared that he considered the order left salaries below $5,000 unregulated, but that powers were available for Economic Stabilization Director Byrnes to exercise control over them if he found it necessary. He said Byrnes had an ample reservoir of power to take control over lower salaries, but hinted that action might be taken to plug loopholes in the executive order.

Other government officials said that salaries of white collar workers are almost certain to be included in the freeze, and that adjustment of salaries will be permissible only with permision of the WLB.

Commenting on the confusion following the executive order, Mr. Miller said the NAB interpreted the order as freezing wage rates, but not salaries. This distinction, he explained, was "a mistake in drafting," which will probably be corrected.

Broadcasters Untouched

"Unless and until this mistake is corrected," he declared, "the order leaves the broadcasting industry practically untouched, because the bulk of broadcasting employes are paid on a salary basis (by the week, month or year) and not on an hourly ("wage rate" basis."

On one point, there was no difference of opinion. Salaries above $5,000 are frozen, "except in instances in which an individual has been assigned to more difficult or responsible work."

Chairman Davis said the WLB has been deluged with requests for information about application of the freeze, and forthcoming rules. He indicated a statement would be issued within a couple of weeks.

A directive issued late last week by the WLB automatically legalized wage rate increases granted prior to Oct. 3, despite the Sept. 15 freeze date. Another is expected to legalize so-called "automatic" increases where employes had been hired with an understanding of a raise at a definite future date.

For the present, the WLB reaffirmed its intention to follow the "Little Steel" formula in adjusting wages, permitting wages to be adjusted upwards to 15% above the level of January, 1941, and Economic Stabilization Director Byrnes asked the Treasury for regulations to hold salaries above the $25,000 level.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LAURA SECORD CANDY SHOPS Ltd., Toronto (chain stores), on Oct. 2 starts *Rex Battle, Concert Pianist* on CFRB, Toronto, and CFCF, Montreal, Fri. 7:45-8 p.m. Agency: Cockfield Brown & Co. Ltd., Toronto.

MAPLE LEAF MILLING Co, Ltd., Toronto, (cereal and pastry flour) on Oct. 19 starts *Good Luck* variety show on 30 Canadian Broadcasting Corp. stations, Mon., Wed. & Fri., 7-7:15 p.m. Agency: Cockfield Brown & Co. Ltd., Toronto.

TUCKETT Ltd., Hamilton, Ont. (tobacco) on Oct. 6 started *Tuckett's Program* on CKAC, Montreal, and CHRC, Quebec, Tues. and Thurs. 10-10:15 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.

ST. PETER'S SEMINARY, London, Ont. (religious) on Oct. 11 started *School of Christ* on CFPL, London, Ont.; CKOC, Hamilton, Ont.; CKNX, Wingham, Ont.; CKLW, Windsor-Detroit, Sun. 4-4:30 p.m. Agency: direct.

ADAM HAT STORES, New York, on Oct. 10 only sponsors welterweight fight between Ray Robinson and Izzy Janazzo [illegible] 10:15 p.m. Agency: Glicksman Adv., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Oct. 1 starts Bob Hawk's *Thanks to the Yanks* on 115 CBS stations, Sat., 7:30-8 p.m. (repeat, 11-11:30 p.m.). Agency: Wm. Esty & Co., N. Y.

RCA VICTOR Co., Montreal (radio sets, records) on Oct. 29 starts *Voice of Victory* on 30 Canadian Broadcasting Corp. stations, Thurs. 8:05-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

NORTHERN PUMP Co., Minneapolis, on Oct. 10 started commentaries by Upton Close on 125 NBC stations, Sat., 5:45-6 p.m. (repeat, 7:45-8 p.m.). Agency is BBDO, Minneapolis.

GENERAL Conference of Seventh Day Adventists, Los Angeles, on Oct. 4 renews *The Voice of Prophecy*, increasing from 109 to 202 MBS stations, Sun., 7-7:30 p.m. Placed direct.

Renewal Accounts

CARTER PRODUCTS, New York (Little Liver Pills), on Oct. 4 renewed for 13 weeks *Inner Sanctum* on 61 BLUE stations, Sun., 8:30-9 p.m. Agency: Ted Bates Inc., N. Y.

CHEESEBROUGH MFG. Co., New York (Vasoline Preparations), on Oct. 28 renews *Dr. Christian* on 66 CBS stations, Wed., 8:30-8:55 p.m. (rebroadcast, 11:30-11:55 p.m.) Agency: McCann-Erickson, N. Y.

BRISTOL-MYERS Co., New York (Minit-on) on Oct. 30 renews for 52 weeks *In Person, Dinah Shore* on 115 BLUE stations, Fri., 8:15-8:30 p.m. (repeat, 11:15-11:30 p.m.). Agency: Pedlar & Ryan, N. Y.

Network Changes

EVERSHARP Inc., Chicago (pens, pencils), on Oct. 11 shifts *Take It or Leave It* on 80 CBS stations, Sun., 10-10:30 p.m. (EWT), from New York to Hollywood for ten weeks or more. (Short-waved to AEF, Wed. 7-7:30 a.m.). Agency: Blow Co., N. Y.

WM. WRIGLEY Jr. Co., Ltd., Toronto (gum), on Oct. 7 changed *Treasure Trail* on 6 Ontario stations from 9:30-10 p.m. to 8:30-9 p.m. Agency: Tandy Advertising Agency Ltd., Toronto.

SEALTEST Inc., Philadelphia (dairy products), continuing *Rudy Vallee Show* on 83 NBC stations, Thurs., 10-10:30 p.m. (EWT), on Oct. 2 shifted West Coast transcribed repeat on 13 BLUE Pacific Coast stations from Thurs., 7-7:30 p.m. (PWT), to Fri., 7:30-8 p.m. (PWT). Agency: McKee & Albright, Philadelphia.

LADY ESTHER Ltd., Chicago (cosmetics), on Oct. 19 replaces *Freddy Martin Orchestra* with *Screen Guild Theatre* on 63 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan, N. Y.

WALTER O'KEEFE, NBC m.c., who conducts *Battle of the Sexes*, is author of an article to appear in the next issue of *Vogue* magazine, titled "Capital Punishment", an account of his experiences in dealing with Washington. *Glamour*, another women's fashion magazine, will carry an article by him in the November issue, titled "All Women Can Be Beautiful."

Co-Op League to Seek Inquiry Into Refusal of Radio Time

Board Votes to Submit Rejection to FCC and Justice Dept.; Networks Explain Position

COOPERATIVE program *Let's Get Together, Neighbor*, originally scheduled to start Oct. 11 on 30 stations under sponsorship of the Cooperative League of the U. S. A., has been postponed temporarily, pending Federal investigation of NBC's and CBS' refusal to sell available time to the League on stations they own and manage.

Decision was announced last Thursday by the board of directors of the League, which "will seek a decision from the FCC and other bodies concerned with the radio industry as to the rights of cooperatives to purchase time on the air."

Position of Networks

The network stations involved in the controversy are KDKA, Pittsburgh, owned by Westinghouse and operated by NBC; WTAM, Cleveland, owned and operated by NBC; and WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The decision of the League to postpone the 13-week Sunday afternoon series came as a result of a letter dated Sept. 29 from James V. McConnell, manager of spot and local sales of NBC, to John Lyden, director of copy and plans of Atherton & Currier, New York, agency handling the League's account.

That letter, cancelling the series on KDKA and WTAM, stated that all the material supplied NBC by Wallace J. Campbell, executive secretary of the League in New York, "has been carefully analyzed and our deduction is that the primary purpose of the League's planned advertising campaign is to promote new memberships.

"NBC has had a very long established reputation that prohibits the acceptance, on a commercial broadcast basis, of any planned campaign that solicits or promotes membership drives." The only exceptions to this rule, NBC informed BROADCASTING, are the Red Cross drives and the President's annual "March of Dimes" campaign.

No written refusal was received by the League from CBS, rejecting the series for WCCO and WJSV, but the network's sales department notified the League that it felt the programs to be of a controversial nature, and therefore, contrary to CBS' policy for commercial programs.

CBS Explains Stand

According to the official statement released later to the trade by CBS, "The programs offered by the League were designed to promote a fundamental change in the present system of marketing and distribution of goods and services, whereby cooperative associations would largely supplant retail stores and other common distribution establishments. CBS would naturally accept a program sponsored by a cooperative store engaged in the sale of goods which advertised the goods offered for sale.

"The CBS policy is well-known to users of radio and was incorporated in the Code of the NAB at its annual convention in 1939. CBS makes time available without charge on a sustaining basis for programs of a public controversial nature and attempts to allot time fairly between contending viewpoints.

"On this basis, CBS has on several occasions in the past carried programs of the Cooperative League and on Sept. 29 of this year broadcast on the CBS coast-to-coast network a program from the Biennial Congress of the Cooperative League—the meeting which condemned the refusal to sell time for commercial programs on behalf of the League.

"The Columbia policy is founded upon the premise that the inability to buy time should not determine the extent to which a particular side of a public controversial issue should be broadcast. If time were sold for this purpose, the powerful public forum of radio would inevitably gravitate into the hands of those with the greater means to buy it.

"If the Cooperative League bought time to promote its interests, time could be bought by a powerful group of retailers or any other group which wished to oppose the League. The soundness and public desirability of this policy has seldom been more apparent than in this case, where a departure from the policy would be directly harmful to the interests of the League itself."

Dramatic Motif

According to Wallace Campbell, the advertising copy in the programs offers listeners an opportunity to write for a booklet telling about cooperatives, what they mean and what they offer to consumers. The programs, which were financed by contributions from several thousand individual co-op members, consist of transcribed dramatizations of cooperative buying and selling.

The League also issued a statement last week made to its representatives in the Duluth and Superior areas by W. C. Bridges, general manager of WEBC, Duluth, key station of the Arrowhead Network, which was scheduled in the group of 30 stations to carry the League's programs. WEBC is an NBC affiliate, while the other two Minnesota stations making up the Arrowhead chain, WMFG, Hibbing, and WHLB, Virginia, are CBS outlets. Speaking for WEBC, Mr. Bridges' statement follows:

"We in the WEBC have always followed the policy of selling time to any program that it not against public interest, and we have never had any proof that the cooperatives are not in public interest. They are here, evidently, to stay; they are a growing movement, so it would not seem consistent with freedom of speech and of opportunity to shut them off the air.

"WEBC and the other stations of the Arrowhead Network have been selling time to the Central Co-op Wholesale and its affiliated cooperatives and we expect to continue to sell them radio time on the same basis as we sell it to other businesses."

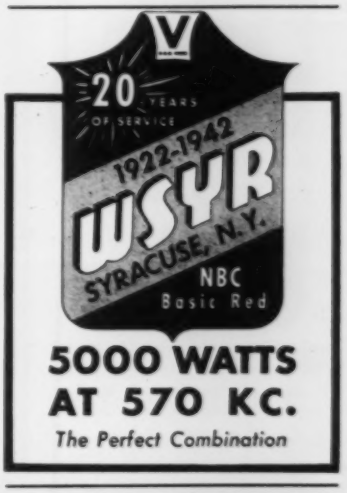
To File Complaint

The complaint made by the Cooperative League against NBC and CBS will be filed with the Federal authorities early this week, according to John Carson, Washington representative of the League.

"One of the most important issues in the realm of communication of information is involved in this matter, in many respects," he said.

"I am confident that some radio companies, at least, would welcome an inquiry into this matter. They have great responsibilities which arise out of private control and administration of an instrument of communications which is actually a public utility."

POSTAL
"AUTOMATIC"*
SMASHES
TELEGRAPH
SPEED
RECORDS
NOW READY
Only POSTAL TELEGRAPH HAS IT! So next time you have messages that must get through . . . messages that call for extra speed and extra accuracy (at no extra cost) . . .
CALL
Postal Telegraph
For your convenience charges for telegrams telephoned in appear on your telephone bill
*For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.



Export Advertising Permitted In Spite of Current Market Loss

Rockefeller Reveals Treasury Attitude to Clear Way For All 'Ordinary' Outlays

EXPORT advertising is deductible as a business expense in income tax returns according to a statement of policy established in a letter from the Treasury to Nelson Rockefeller, Coordinator of Inter-American Affairs and presented by the latter to the House Commitee on Appropriations. As a result of the Treasury's position on export advertising it is now clear that there is no threat to "ordinary and necessary" advertising at home or abroad.

Although the dependence of South American radio stations and newspapers on American advertising is substantial and amounts to as much as 40% in some cases according to Mr. Rockefeller, he explained that the inability of American firms to deliver goods in South America had caused a sharp reduction in advertising revenues by these firms. Since some firms felt that they could not deduct such expenditures as an expense in their income tax returns, Mr. Rockefeller sought a statement of policy from the Treasury.

The Treasury letter from which he quoted in part, said that such advertising, "if not extravagant and out of proportion to the size of the company or to the amount of its advertising in other American republics in the past" and bear a "reasonable relation" to the business activities of the firm "are considered ordinary and necessary under existing conditions and are deductible for Federal income tax purposes."

As a result of this letter, Mr. Rockefeller explained that copies were made and mailed to more than 1,300 principal firms in this country explaining the need for maintaining their names before the Latin American peoples in spite of the loss of market and the importance of showing the reasons behind their inability to ship goods in the light of war production.

"The response was most gratifying," he said. He went on to point out that these advertisers "spent an amount equal to what has been spent on the average during the last three years, which is very satisfactory." Furthermore he pointed out these advertisers are willing to cooperate with the Government informational program in the Latin American republics in connection with the preparation of their advertising.

Late in May, Secretary Morgenthau stated the Treasury's position on domestic advertising making it clear that normal expenditures were entirely permissible expenses and that there was no intention of excluding institutional or goodwill advertising by firms given over in whole or part to war production [BROADCASTING, June 1, 1942]. Recently Guy T. Helvering, Commissioner of Internal Revenue, reaffirmed these principles [BROADCASTING, Oct. 5, 1942].

Similar principles were laid down by Donald M. Nelson to cover advertising costs involved in the renegotiation of war contracts. Formal restatement of this policy governing allowable advertising expenditures by companies engaged in war contracts was voiced by Robert P. Patterson, Under-Secretary of War at his press conference last Thursday when he cited WPB Chief Donald M. Nelson's letter of policy for price adjustment agencies in the renegotiation of contracts [BROADCASTING, Oct. 5].

As already reported, the guiding principle in advertising expenditures is the test of whether such expenditures are ordinary and necessary and bear a reasonable relationship to the company's business activities. This policy governs the price adjustment boards of the War and Navy Depts. and the Maritime Commission.

When price adjustment boards review the profits of war contractors they will examine advertising expenditures and allow a reasonable expenditure within the definition announced by Treasury Secretary Morgenthau [BROADCASTING, June 1]. When a fixed price contract is being negotiated, field procurement officers often request a breakdown of costs. In such cases, manufacturers should include advertising expenditures in overhead rather than as a separate cost item, since it is not practical to determine exactly what part of advertising expenditures should be charged against a particular contract, it was said.

Mr. Nelson has pointed out that no set formula can be imposed to govern all cases and that in general the rule of reason must apply in each individual case.

RADIO'S WARTIME JOB occupied attention of this group during Hollywood conferences on Oct. 6, when they discussed the Christmas Eve world-wide broadcast of *Command Performance*. Informal discussers are (l to r), Robert C. Coleson, West Coast director, Radio Branch, Bureau of Public Relations of the War Dept.; Donald W. Thornburgh, CBS West Coast vice-president; Don E. Gilman, BLUE Western division vice-president; Sidney N. Strotz, NBC Western division vice-president; Lieut.-Col. Ed Kirby, Chief of the Radio Branch, War Dept. Bureau of Public Relations; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

Army Radio Plans Outlined by Kirby

Tells Hollywood of Christmas Program; Addresses Writers

FULL COOPERATION with the Office of War Information's plan for a worldwide Christmas eve broadcast of *Command Performance* was assured by executives of the Hollywood Victory Committee on Oct. 6 following meetings with Lt. Col. Ed Kirby, chief of the radio branch of the War Dept.'s Bureau of Public Relations.

Program, heretofore transcribed and shortwaved to the armed forces abroad, will be carried live over the four major networks and released to every independent station in the country as well as CBC and BBC. In addition transcribed versions will be rebroadcast to armed forces overseas throughout Christmas Day.

Running from one to two hours the program will carry a special message by President Roosevelt. Major portion of the broadcast is to originate from Hollywood, with pickups from New York as well as Washington. Working with Glenn Wheaton and Cal Kuhl, producers of the series, the HVC is lining up top radio and film talent for the Christmas program. Norman Panama and Melvin Frank, regularly assigned to that show, will write the script.

Lt. Col. Kirby was primarily in Hollywood to line up broadcast details for the show. In addition conferences were held with Robert Coleson, West Coast director of the War Dept. radio branch; Nat Wolff, deputy chief of the OWI, and network executives.

Writers Get Tips

Outlining radio writers wartime job of personalizing that conflict for every listening individual, Lt. Col. Kirby, presented basic points to be used as a yardstick for future war radio shows when he addressed members of the Hollywood Radio Writers Guild at the Roosevelt Hotel, that city, on Oct. 7.

Yes, there are more than 28,000 war industries workers in Jefferson and Orange counties who depend on KFDM to keep them informed. And they look on KFDM as a friendly counselor. Put your messages where they will be well received.

BLUE NETWORK
KFDM
BEAUMONT
REPRESENTED BY HOWARD H. WILSON CO.

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

in the Thick of WAR Spending

Represented by SPOT SALES Inc.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Radio Technicians—If you are in 3A or 4F or otherwise draft deferred and feel that your present work can be foregone for the duration in favor of radio assembly in a prominent middle-western radio manufacturing plant making transmitting equipment for the armed forces, write giving your qualifications, draft status, citizenship and two or three previous employers. If qualified can give employment starting November first or sooner. State salary desired. All information kept strictly confidential. Box 925, BROADCASTING.

Engineer—Excellent opportunity. Air mail or telephone information regarding self. KTRI, Sioux City, Iowa.

Assistant Chief Engineer—Position open October 11th, progressive Southern (250 watt RCA equipped) station. Living quarters at transmitter. Second class license holder or better will be considered. WCBI, Columbus, Mississippi.

Midwest Local—Wants first class operator. Average pay $42.00 per week. Box 923, BROADCASTING.

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirement. Send voice recording if possible. Box 926, BROADCASTING.

Want Two Combination Men—With first class license for progressive Florida station. Write air mail giving your qualifications, reference, salary requirements and state draft status. Positions permanent. Box 932, BROADCASTING.

WESTERN STATION WANTS — Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 928, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Midwest Local—Wants combination Announcer Engineer, with first class phone license. Average weekly pay Forty Five Dollars Forty Five Cents. Box 922, BROADCASTING.

Have an immediate opening—For time salesman with, proven record to sell retail accounts. State sales qualifications, draft status and starting salary expected. Write Commercial Manager, WMC, Memphis, Tennessee.

Situations Wanted

EXPERIENCED ANNOUNCER—Specialty, sports: football, baseball, basketball. News, commercials, record programs. Draft status, 4F. Salary, $40. Box 918, BROADCASTING.

SALESMAN—Four years with network stations. Excellent references. Draft exempt. Box 930, BROADCASTING.

First Class Operator—Age 24, draft deferred, desires position as Chief Engineer with local channel station. Box 921, BROADCASTING.

PROGRAM DIRECTOR—Capable, efficient, 10 years' experience all phases. New, practical saleable ideas. Now employed Midwest network key. 3A. Box 931 BROADCASTING.

STARTING ANNOUNCER — Ambitious 23—3A. Radio training and dramatic background. Transcription on request. Will go anywhere. Jerry Gilman, 521 Brompton, Chicago, Illinois.

Situations Wanted (Cont'd)

EXPERIENCED RADIO WOMAN—Program director, traffic, continuity, work board, straight announcing. Good radio personality. Department store shows, specializing in interviews. Ad lib. Now employed. Desires position of responsibility. Box 933, BROADCASTING.

SALESMAN—$40,000 net building last year on local station. Wants to make money with an aggressive Central Mid-West station. Six years' experience local and regional sales. 3A. Excellent record. Box 920, BROADCASTING.

CHIEF ENGINEER—Start $75 weekly. No operating but requires suitable experience to supervise operation, maintenance Western Electric 405-B-1 five kilowatt transmitter, directional antenna. Give full details experience, qualifications, draft status. Gene O'Fallon, KFEL, Denver.

Program Director's Assistant—Young girl with two-year script-writing, broadcasting, production experience. College-secretarial training. Box 936, BROADCASTING.

Continuity and Script Writer — College graduate, 26, draft exempt. Program, production experience. Box 934, BROADCASTING.

Announcer—College, 25, draft exempt, news, music experience. Will send photo, record. Box 935, BROADCASTING.

Wanted to Buy

WANTED—Copper ground wire; ⅜ inch Coaxial line Number 6 stranded copper; RCA open wire line brackets. Box 929, BROADCASTING.

Professional, late model Presto—Or other portable recording apparatus, complete with amplifier. Give full particulars and quick cash price. Records—Box 1000, Newark, New Jersey.

Radio Tower—From 175 to 200 feet. Box 919, BROADCASTING.

For Sale

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 927, BROADCASTING.

SMALL STATION—Good community, full time, must sell, cheap for cash. Myrl Jones, Benson Box, Omaha, Nebraska.

BROADCASTING EQUIPMENT FOR SALE—Complete 250 watt RCA transmitter. Two sets of tubes, 150 ft. tower and incidental equipment. Cost $7,700. Write for details. Dan True, Hennessy Co., Butte, Montana.

Because of illness—And other business demands a well established and successful 250W local in rich midwest area is offered for sale. Station is doing very good commerically so this is an unusual offer. All replies must include evidence of financial responsibility. Box 924, BROADCASTING.

All New Broadcast Equipment—1⅝-in. 90-degree copper junction boxes, and 4¼-in. pressure gauges, for gas system. W.E. #279A panel, for use with #300A reproducer panel. 2W.E. #221A jack mountings. Jensen Mt-8 ST 559 speaker. 3 GB 720A floor stands. 721A banquet stand. 4 #722A desk stands. 2 #5A W.E. reproducer arms, for use with #9A head. Webster portable music player #2696. 1 type CRJ 52 high fidelity speaker. General Radio #731B modulation monitor, with tubes. 5 #3000 speakers. 250 ft. KS7133 microphone cordage. 12 Hubbell 23005 Microphone cord plugs. 12 Hubbell 23000 microphone wall receptacles. For immediate shipment, write The Sun-Democrat, Paducah, Kentucky.

Women's League Discs Sent to 600 Stations

QUARTER-HOUR disc show, *Popular Suicide*, prepared by the National League of Women Voters, will be sent to some 600 radio stations in the U. S. during October.

Written and produced in the nation's capital by Sylvia Milrod, director of Victory programs for WINX, Washington, it is an unpartisan appeal to elect only the best Congressmen to lead the nation through the present crisis. Program directors, special features directors and station managers have reacted favorably. One political candidate for Congress liked the script so well that he wrote for permission to use it in his campaign.

Song for Mutual

JACK STERN, arranger of music, and Jimmy Woodworth, music librarian, of WHK-WCLE, Cleveland, have written a popular song dedicated to MBS in honor of the station's fulltime affiliation with that network. Titled, "It's Mutual", the tune received its debut on the special MBS program celebrating the new membership, and the network's eighth anniversary, Sept. 28.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

TO SELL ARIZONA
KOY
PHOENIX
550 KC
CBS
"That Explains the Coverage"
Affiliate Station WLS Chicago

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JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
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National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
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An Accounting Service
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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BROADCASTING
FOR
RESULTS!

Court Reserves Monoply Case Decision

HearingCompleted During 3-Hour Session

By BRUCE ROBERTSON

THE THREE-JUDGE statutory Federal Court reserved decision on the pleas of CBS and NBC for a temporary injunction to restrain the FCC from putting into effect its promulgated network-monopoly rules and the counter petition of the Commission for summary judgment dismissal of the networks' suits, following a hearing in New York last Thursday. Hearings had been scheduled to run for two afternoons, but following the suggestion of the court, argument was curtailed and the hearing was completed in a single three-hour session.

The court comprised the same panel of judges which seven months ago [BROADCASTING, March 2] had held by a two-to-one vote that it had no jurisdiction to rule on the validity of the FCC regulations, a decision which was appealed by NBC and CBS and reversed by the United States Supreme Court, which sent the case back to the lower court for hearings [BROADCASTING, June 8]. Circuit Judge Learned Hand presided, with District Judges Henry W. Goddard and John Bright, whose minority contention that this court did have jurisdiction over the subject was sustained by the Supreme Court, also on the bench.

Speed-up in the proceedings necessitated some on-the-spot revision of argument by counsel, but they unanimously submitted to the obvious desire of the court to wind up the hearings in a single session, despite the court's withdrawal of its suggestion to that effect when it learned that extensive arguments had been prepared in advance. MBS Counsel Louis G. Caldwell, who had expected to appear last and to rebut the arguments of NBC and CBS, was especially hard hit, as the court ordered him to follow the opening arguments of FCC General Counsel Charles R. Denny, Jr., if he was to speak at all.

Argument concentrated on the petitions of the FCC that summary judgment was the proper procedure in this case and that if the court should grant an injunction that it be limited to only one of the eight rules, that dealing with network options on station time, which the Commission argued was really the only point still debated by the networks. Both of these petitions were vigorously opposed by counsel for CBS and NBC, with MBS arguing on the side of the FCC. Running summary of the argument follows:

Mr. Denny, replacing Telford Taylor, now on duty as a major in the Army, as FCC counsel, in urging summary judgment dismissal of the NBC and CBS pleas for a temporary injunction restraining the FCC from putting its rules into effect, argued the Communications Act cloaks the Commission with the authority to promulgate the speical rules. These rules are reasonable and therefore should be made effective as soon as possible, he said. He further requested that if the court did see fit to grant an injunction that this be limited to Regulation 3.104, dealing with network options on station time.

Briefly reviewing the eight new regulations for stations engaged in network broadcasting, Mr. Denny said that 3.101, regarding exclusivity of affiliation, was designed to prevent the requirement that to secure network affiliation a station must agree to take no programs from other networks, the FCC deeming this as not in the public interest. CBS has always had an exclusivity rule, he declared, while NBC adopted one in 1936, when some NBC stations first began to take programs from Mutual. NBC dropped this rule last year, he said, so NBC can't complain on this point and CBS must show how it can be irreparably damaged by a practice which the other three major networks now operate successfully without.

Rule 3.102, on territorial exclusivity, Mr. Denny explained, is just the reverse of 3.101, as it binds the network not to give its programs to any other station than the affiliate in the affiliate's territory. When this serves merely to prevent duplication of programs, he said, it is not objectionable, but when, as in the case of the Don Lee Network with MBS programs, it prevents Coast audiences from hearing Mutual shows not carried by Don Lee, it is not in the public interest.

By Rule 3.103 the FCC would limit the term of network affiliation contracts to two years, same length of time as the station is licensed by the FCC. Five-year contracts, of which there are many, he said, are too long, as in that time either the service offered by a network or the needs of a station may be completely changed.

Rule 3.104 would limit network option of station time and would make even these limited options non-exclusive as against other networks, also increasing from 28 to 56 days the time a station must be given to cancel local programs to clear time for network shows when the option is taken up. He said that the time options worked a hardship on MBS, as when it had cleared the exclusive affiliation hurdle its programs could always be thrown off stations which had optioned their time to another network.

Right to Reject

The right of a station to reject network programs, Rule 3.105, should cause no complaints from networks, he said, stating that CBS had described the FCC promulgated requirements as about the same as those estimated by CBS itself.

Rule 3.106 restricts network ownership of stations to avoid the use of such ownership to restrain competition, which would not be in the public interest, he stated.

Rule 3.107, banning operation of two networks by a single organization, has been suspended, Mr. Denny said, following the separation of the BLUE Network from NBC.

The final rule, 3.108, forbids network control of station rates. Mr. Denny said that NBC had cancelled its former requirement that no station charge less for spot business than its network rate, even though the time might reasonably be sold for less since no line charges, a major part of network costs, are involved.

The guiding standard of the FCC, he said, is "public interest, convenience and necessity," which he added, the Commisison believes sufficiently broad to cover its endeavors to limit the transfer of station control to a non-licensee. Three basic FCC principles are, he said, that the responsibility for running a station rests with the licensee and cannot be turned over to anyone else, that undue concentration of control should be prevented and that a reasonable amount of competition between stations should be preserved.

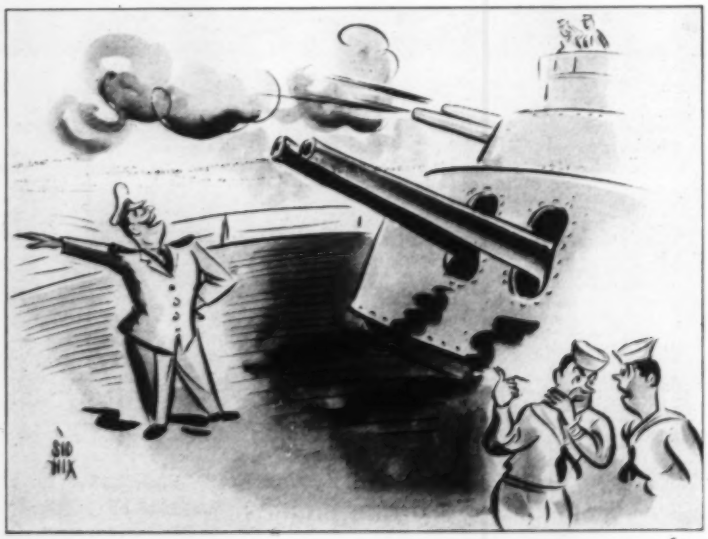
He asked that the court allow no further presentation of factual argument, stating that with the voluminous testimony presented during the lengthy hearings conducted by the FCC at its disposal, plus previous oral argument and the briefs filed by all parties, the court has all the evidence needed as a basis for its decision.

Mr. Caldwell, MBS counsel, also urged the court to dismiss the CBS and NBC requests for an injunction or, if any be granted, that it be limited to Rule 3.104. He cited a case in which NBC, by exercising its options on the time of 11 stations on which MBS had a program, had caused the switch of that program to the BLUE Network, with a resultant loss of the business by the network of 7 MBS stations which originally carried the program. Threats of similar action, he stated, had caused Time Inc. to place its program on the BLUE instead of MBS.

MBS Argument

Stating that these were only two out of 10 or more such cases, Mr. Caldwell said that in the entire country there are only 36 cities with four or more fulltime stations and that in 15 of these cities the fourth station is too low-powered to be an acceptable network outlet. Under such conditions, he declared, the operation of a fourth network is extremely difficult and that MBS has been able to survive only because it offers its affiliates relative freedom from centralized control and a sounder basis of compensa-

(*Continued on page 53*)



Drawn for BROADCASTING by Sid Hix

"He Can't Get Over the Time He Was Televised as Hamlet!"

Swift Adds to Hookup

SWIFT AND Co., Chicago (meat products), sponsors of a quarter-hour of the *Blue Breakfast Club* Thursdays Fridays And Saturdays at 9:30-9:45 a.m. starting Nov. 7 will add Tusdays and Wednesdays at the same period. miSultaneously the station list will be increased from 87 to the full network of 143 BLUE Stations. *Breakfast Club* is also sponsored on Fridays and Saturdays at 9:45-10 a.m. by Cream of Wheat Corp., Minneapolis through BBDO Minneapolis. Agency for Swift is J. Walter Thompson Co. Chicago.

"HOW CAN ANY MANUFACTURER CHANGE FACE?"

Asks **C. M. RIGGS**, Manager of 60 Triangle Stores associated with **THE CREASEY COMPANY**, Columbus, Ohio.

No. 3 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING

"Those who are in the business of merchandising food products find it hard to understand why some manufacturers feel they should discontinue all of their advertising simply because the war has brought about shortages in some lines of merchandise.

"If the principles of advertising in normal times are sound, then war does not affect these principles. Thus they are sound in abnormal times, such as war.

"Of course the future is uncertain . . . for all of us. But the safest bet that any manufacturer can make is that he will be in business after the war is over. Therefore, he should by all means continue to advertise, to protect his investment in good will, built up at great cost in money and hard work.

"This will save sales that otherwise might be lost altogether . . . for as long as nationally advertised merchandise is available, consumers prefer it to unknown brands.

"And it will also help the dealer keep the soul and body of his business together. If he doesn't get this help, manufacturers may as well figure on an uphill job when they start producing consumer goods in abundance again. The experience of advertisers in the last war proved that the cost of continuing on a reasonable basis is only a small fraction of what it will take to 'beat back'."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION